



Ideal Client Template

Knowing your ideal client is important for your marketing efforts. If you are not sure who you are serving, then you spend a lot of valuable time and money marketing to a ton of people who are not interested in the service or product that you offer. Once you can identify who needs your service and how you can help your clients then half your work is done and you can spend the appropriate amount of time and money speaking directly to their needs. No more running down clients if you know exactly who needs you.

Sometimes getting to know who your ideal clients are takes some research but it is necessary. From conducting focus groups to 'stalking' people who you think you can serve, to asking past clients why they chose you. The point is that you have to put in the work to not only know them but understand their pain points i.e. the thing they complain about that you can solve for them.

Using this step by step guide to hone in on your ideal client will ensure that you are speaking and helping the right people at the right time.

Let's start with:

Demographics



1. What is their gender? Male or Female _____
2. What is their age _____
3. Where do they live? (East, West, North, South, Tobago, regionally, internationally) _____
4. What is their education level? (Primary, Secondary, Tertiary) _____
5. What types of relationships do they have? (married, single, common-law, divorced, widowed) _____
6. Where do they work? (Public sector or Private Sector) _____
7. What is their disposable income _____



Passion

8. What do they value most in life?

9. What hobbies do they participate in?

10. What are their spiritual views?



11. What are their political views if any?



Activity

Which social media platforms are they most active on? FB/IG/Twitter/Linkedin/ Pinterest/ Snapchat -

12. Visit the places you think they are online and take note of the type of language they use (For example, do they complain about not making enough money? Do they complain about not having the right outfit for a function?)



13. What brands do you follow online? _____

14. Who else do they follow online? _____

15. What time of the day or night are they online? _____

16. What days of the week are they most active? _____



Pain Points

17. What are 3-5 problems your ideal client is experiencing? What keeps them up at night?

18. How can your product or service solve that problem?



19. What is the benefit to them of using your product or service

20. What is the benefit of that benefit?



Marketing Dynamics
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Let's Put it Together

21. Write a full sentence describing who your ideal client is given the information you have written out above.



22. Create a compelling paragraph to introduce your product or service and how it will benefit them.
