

# Your Ideal Client Profile



\*You can have more than one client profile (Avatar)

<b>Gender</b>	
<b>Age</b>	
<b>Occupation</b>	
<b>Previous occupation</b>	
<b>Level of education</b>	
<b>Marital Status</b>	
<b>Number of children</b>	
<b>Ages of any children</b>	

**Hobbies**

**Favourite  
meal**

**Interests**

**What do they  
like to watch  
on tv?**

**Where do  
they like to  
travel?**

**How do they  
like to learn?  
(watch, read,  
listen, etc)**

**What is their  
favourite  
book?**

**What are  
their pet  
peeves?**

**How much money would they like to earn?**

**Who are their idols/ who do they follow?**

**What websites do they frequently visit?**

**What are their favourite magazines?**

**What are their guilty pleasures?**

**What social platforms are they on?**

**What are their current frustrations?**

**What are their financial goals?**

**What are their personal goals?**

**What are their business goals?**

**What words would people use to describe who they are?**

**Are they  
spiritual or  
religious?**

**Do they  
believe in the  
laws of the  
universe?**

**Have they  
achieved  
their  
dreams?**

**What  
mantras do  
they live by?**

**What everyday problems are they currently experiencing in their life?**

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**Where are they currently turning for answers to their problems?**

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**How are they currently solving these problems?**

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**What problems are they experiencing that your product or service can solve?**

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# Customer Values & Behaviours

**What do they secretly fear may be true or happen in their life?**

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**What are their deepest worries (what keeps them up at night)?**

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**What stresses them out on a regular basis?**

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**What do they avoid looking into in their life because it causes too much stress/fear?**

(eg: overdue bills or tax returns? The state of their relationships? The state of their health? etc)

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**What do they fear people in their life (spouse, friends, relatives, peers) will think if their fears become a reality?**

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**What do they secretly wish was true for their life?**

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**What is the dream solution/product/service they would pay almost anything for to make this wish a reality?**

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