

YOUR TARGET MARKET WORKSHEET

DIVE DEEP INTO YOUR IDEAL CLIENT

Start to think about your favorite clients. Really picture them in your mind before you fill out this worksheet.

This **SHOULDN'T** be everyone you **CAN** work with; it **SHOULD** be the people you **WANT** to work with.

What is the gender identity of my ideal client?
(Male, Female, Both or LGBTQIA+)

How old is my ideal client?

Does my client have any specific distinctions?
(Ex. Parents, homeowners, pet owners etc.)

What is the specific **PROBLEM** my ideal client has?

HOW do I address that problem differently from others in my industry?
