

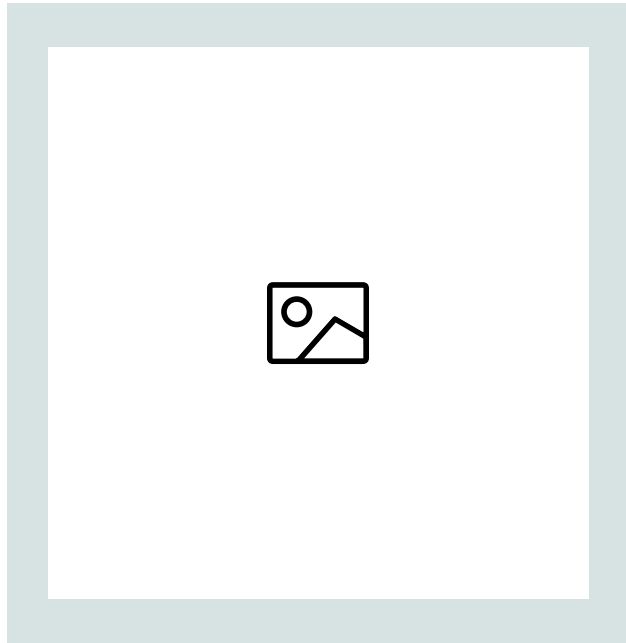
Define Your Dream Client

WORKSHEET

BSP

Dream Client Profile

Identifying your dream client is as easy as completing the following worksheet and putting a few of those findings into action within your business. So, let's get started.



NAME

GENDER

AGE

MARITAL STATUS (MARRIED, ENGAGED, SINGLE)

LOCATION

NUMBER OF CHILDREN

OCCUPATION/JOB TITLE

ANNUAL INCOME

LEVEL OF EDUCATION

FAVORITE BOOKS

FAVORITE MAGAZINES

FREQUENTLY VISITED BLOGS/WEBSITES

DAILY PODCASTS

CONFERENCES ATTENDED

INFLUENCERS THEY FOLLOW ONLINE

FAVORITE QUOTE

FAVORITE RETAIL SHOPS

SOCIAL MEDIA PLATFORMS THEY INTERACT ON THE MOST

WHAT POPULAR HASHTAGS DO THEY SEARCH?

PERSONAL GOALS

FAMILY GOALS

BUSINESS GOALS

WHAT PROBLEMS/CHALLENGES (DO THEY FACE) AS IT RELATES TO (THE TOPIC OF) YOUR BUSINESS

WHAT'S THE WORST THING THAT COULD HAPPEN (TO THEM) AS IT RELATES TO (THE TOPIC OF) YOUR BUSINESS

HOW WOULD YOUR CUSTOMER/CLIENT FEEL IF THAT HAPPENED TO THEM?

WHAT IS YOUR CUSTOMER SECRETLY AFRAID OF?

HOW WOULD YOUR CUSTOMER FEEL IF THEIR PROBLEM WAS SOLVED?

HOW WOULD YOUR PRODUCT OR SERVICE CHANGE YOUR CUSTOMER OR CLIENTS LIFE?