

MODULE

4

# WORKSHEET: IDENTIFY YOUR IDEAL CLIENT



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Once you've identified your target market, you can go even deeper into understanding who your ideal client is. This information will affect every aspect of selling your services to them, like the offerings you create, your messaging, and your branding. Getting clear on this information will also help ensure that you're working with people that excite and energize you!

## YOUR IDEAL CLIENT

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Are they male or female?

What is their profession?

How old are they?

Where do they hang out?

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What professional or social events do they attend?

What books do they read? Who are their favorite authors?

What sites do they visit online?

What thought leaders or experts do they follow and admire?

What are their deepest values or beliefs?

## YOUR IDEAL CLIENT

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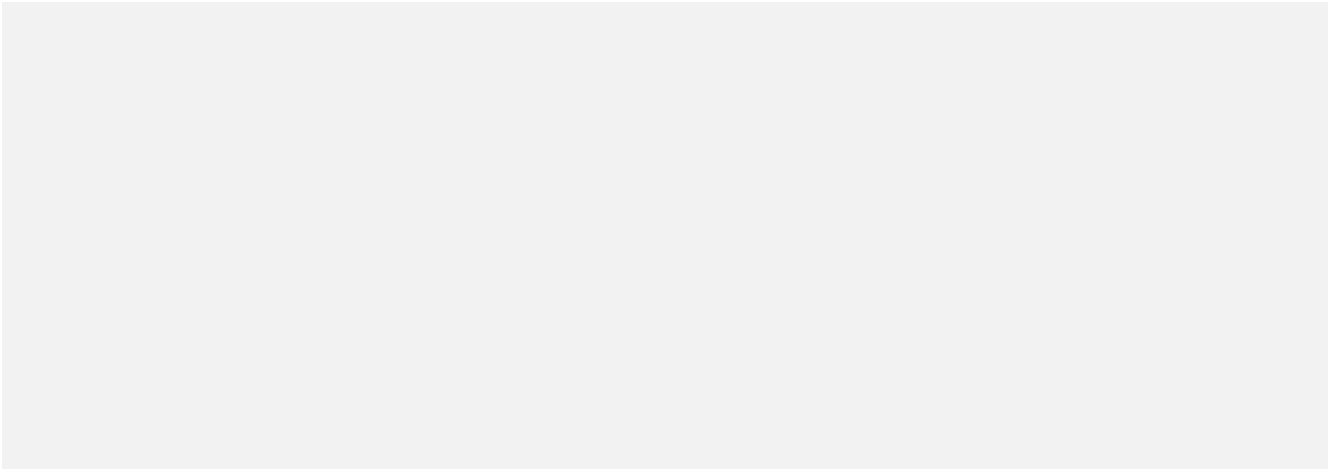
What is their biggest aspiration? What do they want most of all?

What are their biggest concerns? What problems (that you can help solve) are holding them back in life?

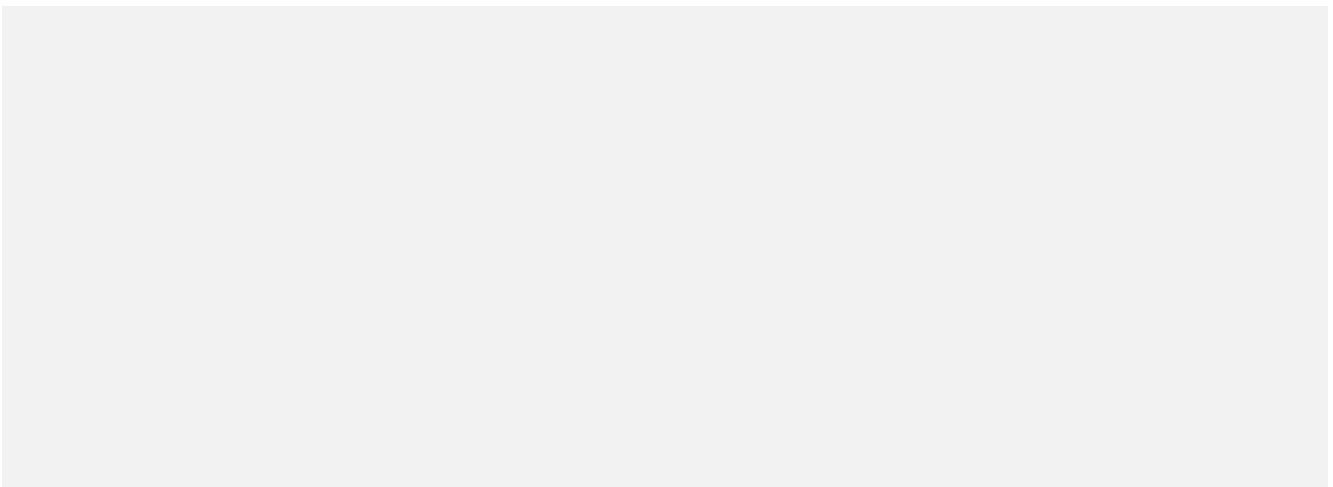
## YOUR IDEAL CLIENT NON-NEGOTIABLES

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What 2-5 qualities do you desire in your ideal clients?



What qualities of problem clients will you not allow in your business?



**GO THROUGH EACH GROUP AND IDENTIFY  
IF THEY MEET THE 4 TARGET MARKET REQUIREMENTS.**

Target Market Option #5: \_\_\_\_\_

1. Are they willing and able to pay? \_\_\_\_\_

2. Do they value your service? \_\_\_\_\_  
*(Is this a wake-up-in-the-morning problem for them?)*

3. Do you have a connection to them? \_\_\_\_\_  
*(Do you have a similar background or story, a strong personal interest, or other commonalities?)*

4. Is this group sizable and reachable? \_\_\_\_\_

**NOW, NARROW THIS DOWN TO ONE OR  
TWO TARGET MARKETS YOU CAN SERVE.**

(You may want to have one target market for a low-end offering, and one target market for a high-end offering.)

1 \_\_\_\_\_

2 \_\_\_\_\_

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