



Ideal Client Exercise

Client's name, age, & gender: _____ , _____ , _____

Married/partnered Y or N: _____

Partner's age: _____

Parent? Y or N & ages of kids: _____

Household income: _____

Is the client satisfied with their income? Y or N: _____

Favorite books, movies, blogs, music, & stores: _____

How do they spend their free time: _____

Whom do they admire: _____

What keeps them up at night? _____

If they could wave a magic wand & change 3 things about life, what would they change? _____

Your ideal client is looking at your website and about to call you but takes a moment to journal. Write a journal entry as your ideal client. Stream-of-consciousness? Cool! There is no wrong way, so don't overthink it. Just write & don't let your pen or typing fingers stop. _____
