



**Ideal Client Worksheet (ICA = ideal client assessment) (Answer as many as you can. Don't sweat it if you can't answer them all. It's simply, the MORE you know about your perfect client, the easier it is for you to create your targeted posts.)**

**Physical Characteristics of your perfect client: (these are the things you easily determine)**

**Demographics of your ideal client:**

1. Age
2. Sex
3. Education level
4. Income
5. Professional/Corporate/White collar/Blue collar/Stay at home mom/Entrepreneur
6. Marital status
7. Living status: City/Urban/Country/Off grid
8. Kids or no kids
9. Pets or no pets

**MORE about your ideal client that's not going to be so obvious on the outside. But the MORE you know, the more you can create exactly what they need in order to move forward in their business or their life. Also when you are creating your copy for posts, newsletters, blogging, website, sales pages & more..You will know the language that your ideal client actually uses when they are expressing themselves and the discomfort they are in!**

**Let's jump into the NOT so obvious characteristics of your perfect client: (these are things that are MORE internal and you may need to do some digging or market research)**

**Psychographics of your ideal client: (think of it like their GPS for how they choose to live their life)**

- 1. What are their top 3 hobbies?**
- 2. Are they healthy? Do they exercise? Eat right? Get plenty of sleep? Vitamins?**
- 3. Are they taking care of their spiritual side? Yoga, meditation, readings, crystals, massages?**
- 4. What are their top 3 values? Their guiding light for ALL of their choices in their life & business?**
- 5. Do they like to travel? Where? How?**
- 6. How do they spend their down time? Weekends?**
- 7. Are they part of groups?**
- 8. Where do they hang out off line?**
- 9. Where do they hang out online?**
- 10. Introvert or extravert?**
- 11. Creative/Methodical/Organized/Scientific/Artistic/Musical/Fit/Traveler?**
- 12. Do they enjoy being outdoors?**
- 13. Social or Quiet space required?**
- 14. What motivates them to nail their goals?**
- 15. Are they easy going or uptight?**
- 16. Perfectionism or Hot MESS?**
- 17. What are the top 3 must be met NEEDS of your ideal client?**
- 18. What are the top 3 CHALLENGES of your ideal client that they are screaming to master & conquer?**
- 19. What are their 3 biggest fears that are stopping them from overcoming their challenge?**
- 20. What are their aspirations & ultimate desires?**
- 21. How would your ideal client describe themselves?**
- 22. What does your ICA like to read?**
- 23. What does your ICA watch on Tv?**
- 24. What does your ICA listen too? Podcasts, inspirational, reality tv?**
- 25. Who do they follow? Who is their inspiration, motivation and mentors?**
- 26. What type of training/coaching have they previously purchased?**
- 27. What is the ONE thing they want MORE than anything in the world, right NOW?**

28. What would be the ONE biggest obstacle that would prevent your ideal client from working with you or purchasing your product?
29. What is the ONE thing they need to be ensured about before they purchase?
30. What is the ONE thing she values more than anything?
31. What is your ICA's ONE biggest fear in life?
32. Quirks ~ Give me any quirks other bits and pieces of info. that would clearly help you identify your ideal client.

**The MORE you know, the better equipped you are to serve them!**

**And a couple different ways to think about your ideal client avatar because let's face it, we don't all process info. the same way!**

**There are a couple activities in the video that describe ways to think outside of the box with your really getting in tune with your peeps.**

**Exercise 1: What would your table look like if you were at a Tradeshow for other entrepreneurs in your industry?**

**How would you be dressed?**

**What would be on the table?**

**What would the dominant colors be?**

**What would be center stage?**

**How would you stand out from the rest of the life, spiritual, business, corporate coaches in your niche?**

**What makes your business so valuable?**

**How do you want people to feel after they have visited your table?**

**What is something that they can walk away with to truly remember your business?**

**Other thoughts that come to mind, scribble away til you have a complete picture of you & your business.**

**Exercise 2: Coffee shop scenario**

**From your perspective what does your client look like sitting in the coffee shop?**

**What do you think is going through her mind?**

**What is she perhaps daydreaming about?**

**NOW flip the switch and jump into her seat...**

**As she is gazing around the coffee shop, looking for YOU...**

**What do you need to be to fully serve your ideal client?**

**How does she expect you to dress?**

**What will she see you doing?**

**What kinds of things will you be talking about, working on and sharing with the world?**

**Be who your client NEEDS you to be!**

**The more in tune you are with your tribe, community & following the better your relationships will be. You'll be able to fully be their to support them in every way they need. You will be able to create exactly what your ideal soulmate peeps need in order for them to build a life & business that's exactly how they envisioned it!**