

# Who Is My Ideal Client?

## Module #1

Before we begin marketing of any sort, we have to figure out and determine WHO we are marketing to. We don't just want to cast a net and get whatever we get. Instead, we want to narrow things down and figure out exactly who our **IDEAL CLIENT** (AKA your dream client) is. This will help us cast our net in the right spot and use the right kind of bait to help draw them in.

I want you to get really specific and deep-dive. The better we know and understand this person and what their interests are the better we can develop content specifically for them that will appeal and attract them. It will allow us to have a better connection with them.

WARNING: Make sure you are realistic in your answers. For example, it's unlikely that you will find someone with a university degree working as a secretary in an office building, or a high school graduate with an income of over \$100K. Yes, we are talking about your dream client, but your description of them should be grounded in reality.

## Section 1: Demographics

1) Give your ideal client a name: \_\_\_\_\_

2) How old are they? (Age range is fine): \_\_\_\_\_

3a) Where do they live? (Geographic Area): \_\_\_\_\_

3b) Do they prefer an urban lifestyle, a country/park lifestyle or something in between? \_\_\_\_\_

4) Gender - do you prefer to work with one partner or both? Other family members? \_\_\_\_\_

## Section 1: Demographics (Continued)

- 5) Level of education completed: \_\_\_\_\_
- 6) Employment (What does he/she do?): \_\_\_\_\_
- 7) Income Range: \_\_\_\_\_
- 8) Is this his/her first marriage or his/her second? \_\_\_\_\_
- 9) Does he/she have children from either a previous relationship or this one? \_\_\_\_\_

## Section 2: Hobbies & Interests

- 1) What is his/her favorite type of food? \_\_\_\_\_
- 2) What is his/her favorite restaurant and why? \_\_\_\_\_  
\_\_\_\_\_
- 3) Does she have a pet? What kind? \_\_\_\_\_
- 4) What kind of car does he/she drive? \_\_\_\_\_
- 5) List 2-3 of his/her hobbies or interests: \_\_\_\_\_  
\_\_\_\_\_
- 6) What are some of his/her favorite things to do on a date? \_\_\_\_\_  
\_\_\_\_\_
- 7) Where is his/her favorite place to go on vacation (Location, accommodation style, and activities)? \_\_\_\_\_  
\_\_\_\_\_
- 8) What is his/her favorite movie or TV show? \_\_\_\_\_
- 9) Describe his/her clothing style. Do they have any favorite brands? \_\_\_\_\_  
\_\_\_\_\_

## Section 3: Pain Points & Desires

1) What three words would your ideal client use to describe his/her wedding style? \_\_\_\_\_  
\_\_\_\_\_

2) What are the three biggest challenges your ideal client worries about in regards to their upcoming wedding? \_\_\_\_\_  
\_\_\_\_\_

3) What kind of information does your ideal client want to learn from you?  
\_\_\_\_\_  
\_\_\_\_\_

4) Describe your ideal client's perfect wedding day: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5) What is it about you that appeals to your ideal client? (Why would they want to hire you versus someone else?) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6) What kind of pages or groups does your ideal client like to follow on social media? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_