

## My ideal client

1. Narrow down your ONE ideal client. (I call mine Jane Doe).

Name your Ideal Client:

My ideal client is

Lives in?

Owns a computer

Shops at

Owns a

Purchases

Location Jane lives

Age

Gender

Married / Single

What does Jane do that relates to your company?

Describe Jane Doe:

2. List the main places these Jane Doe will most likely find you.

Places I can get my product in front of Jane Doe are...

Pinterest

Instagram

Facebook

In my store

Facebook Group

You are your own brand

Use Google!

These help you figure out how your ideal client thinks.

Search phrases your ideal client would use to find you.