



# Online Business Roadmap: YOUR IDEAL CLIENT

## WORKSHEET ONE

### Exercise 1: Developing Your Ideal Client Persona

Take a minute to think about the clients that have been your best customer over the past 12 months. By best customer, we mean BEST for your business. They are the clients you love to work with because you made the most revenue from them.

List at least three ideas in each group. If you can think of more, list as many as you can think of.

***Demographics: (Age, Income, Gender, etc or Industry, Number of Employees)***

***Psychographics: (The values, beliefs and philosophy that guide decision making)***

What do your clients value?

What are your clients goals?

What are your clients frustrations/fears/problems?

What is your clients personality type?

Which of the following BEST describes your Ideal Client? (pick all that apply)

- Survivor: Generally older, lower income, removed from mainstream culture
- Sustainer: Generally young, struggling, angry, distrustful
- Belonger: Traditionalist, home is their domain, would rather fit in than stand out
- Emulators: Ambitious, competitive, drive, materialism,
- Experientials: Seek experiences, inner growth, tend to art and fashion and home
- I-Am-Mes: Generally young, exhibitionist, impulsive, inventive
- Achievers: Leader, professional, focused on objective, trusting, materialistic
- Socially Conscious: responsible, conservationist, brings peace, likes to heal

Exercise 2: Put together a persona that represents your Ideal Customer. For this portion, only develop a single persona, although you may find from the previous exercise that you have more than one Ideal Customer Persona.

**Example:** *David Smith is an entrepreneur. He has been in business for over three years and has seen his business grow each year. David is constantly looking to expand and grow his business. He is frequently saying to his colleagues, "You gotta spend money to make money." He is careful how he spends, but is not afraid to put his capital where he feels he gets the best value. He is an achiever that is loyal and trusting. He is recognized as a leader and professional among his peers. His competitive nature pushes him to never be satisfied with his current position and is continually looking to expand and grow.*

