

WHO'S YOUR IDEAL CLIENT?

STEP 1 — START WITH WHO HAS ALREADY BOUGHT FROM YOU

The fastest way to find your ideal client is to look at your best past clients. Who got the best results? Who referred others? Who paid without hesitation? That person is your ideal client. Build every offer, every message, and every campaign around them.

SECTION 01 · DEMOGRAPHICS

AGE RANGE

- 18–24
- 25–34
- 35–44
- 45–54
- 55–64
- 65+

GENDER

- Male
- Female
- Non-Binary
- All

MONTHLY INCOME

Less than \$1K · \$1K–\$5K · \$5K–\$10K · \$10K–\$20K · \$20K–\$50K · \$50K–\$100K · Over \$100K

EDUCATION

In High School · High School Grad · In College · Associate Degree · College Grad · In Grad School · Master's Degree · Doctorate · Other

MARITAL STATUS

Single · Married · Divorced · Widowed · Engaged · Newlywed

HOME OWNERSHIP

Renter · First-Time Home Buyer · Homeowner

LOCATION

LANGUAGES THEY SPEAK

ETHNICITY / BACKGROUND

SECTION 02 · PSYCHOGRAPHICS & BEHAVIOR

WORKPLACE	Barber/Beauty · Coach/Consultant · Construction · Healthcare · Retail · Food Service · Driver/Delivery · Corporate · Entrepreneur · Other
WHERE THEY HANG OUT	Church · Barbershop/Salon · Coffee Shop · Online Communities · Gym · Networking Events · Social Media · Other
EVENTS THEY ATTEND	Conferences · Seminars · Workshops · Networking · Concerts · Church Events · Social Gatherings · Stays Home
BOOKS THEY READ	Self-Help · Business · Finance · Biographies · Fiction · Non-Fiction · Faith-Based · Other
MUSIC GENRE	Hip Hop · R&B;/Soul · Gospel · Pop · Country · Jazz · Rap · Classical · Reggae · Rock · Other
THINGS THEY BUY	Business Tools · Clothing/Style · Health & Beauty · Courses & Coaching · Subscriptions · Tech · Sports · Other
APPS THEY USE	Social Networking · Finance/Banking · Productivity · Education · Shopping · Sports · Other
PEOPLE THEY FOLLOW	Entrepreneurs · Athletes · Celebrities · Influencers · Pastors/Faith Leaders · Musicians · Other

FAVORITE BOOKS / AUTHORS

WHERE WOULD YOU FIND THEM ONLINE

YOUR COMPETITORS (who else do they buy from?)

SECTION 03 - SOCIAL MEDIA & BRAND LOYALISTS

Your brand loyalists are the people already in your world who know, like, and trust you. They are your most valuable marketing asset. Before you spend a dollar on ads, activate the audience you already have.

INSTAGRAM FOLLOWERS	_____	FACEBOOK LIKERS	_____
YOUTUBE SUBSCRIBERS	_____	TIKTOK FOLLOWERS	_____
EMAIL LIST	_____	TEXT / SMS LIST	_____
MONTHLY WEBSITE VISITORS	_____	YELP REVIEWS	_____

YOUR BRAND LOYALIST PROFILE

Describe the person in your audience who engages the most, buys first, and refers others:

What do they consistently engage with in your content?

What have they already purchased from you?

What do they say about you to others?

What problem brought them to you originally?

What keeps them coming back?

SECTION 04 · PAIN POINTS & YOUR SOLUTION

MY PRODUCT / SERVICE:

IDENTIFY THEIR 3 GREATEST PAINS State the problem in 1 sentence	RELIEVE THEIR 3 GREATEST PAINS Solve the problem in 1 sentence
1	1
2	2
3	3



Once you know exactly who your ideal client is, every offer you build and every word you write becomes magnetic to them. Take this into the Knowledge to Cashflow masterclass and build an offer built around this person.
masteryactivated.com