

Ideal Customer

1. List 20 qualities your Ideal Customer has [be as specific as possible] Ex: gender, occupation, lifestyle, hobbies, likes dislikes.

2. Give them a name. Then describe what they look like.

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3. Describe what a day in his/her life is like.

4. What does he/she enjoy doing in his/her free time?

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5. What emotions does he/she struggle with?

6. What are they good at? What are they horrible at?

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7. What do they wish was different about their life? [write as if you are them]

8. Write a journal entry becoming him/her. [go really deep with this one]

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9. Using their language name 3 objections they would have about your product or service and why.

10. Write a journal entry of what their life would be like once they used your product/service.