

AOS
MEDIA

WELLNESS MARKETING AGENCY

*Define
Your Ideal
Client*

Get the best results

Define Your Ideal Client

TAKE A FEW MINUTES TO WRITE DOWN
EVERYTHING YOU KNOW
ABOUT YOUR IDEAL CLIENT.

This task is about getting you clear on WHO is going to buy your product or service. Don't get too caught up in making this exercise perfect.

And don't worry you're not going to have to only work with this type of person. It's just for you to have the clarity to help you with your business.

This is one of the most important pieces of work you can do in your business.

Answer the questions below to identify the people you'd most like to work with.

IS YOUR IDEAL CLIENT A MAN,
WOMAN OR BOTH?

HOW OLD ARE THEY?

WHERE DO THEY LIVE?

You can write a physical address, city, state or country. Type as many as necessary :)

WHAT IS THEIR MARITAL STATUS?

WHAT IS THE HIGHEST LEVEL OF
EDUCATION THEY
HAVE COMPLETED?

IS THERE AN INDUSTRY IN WHICH THEY
TEND TO WORK OR BE INVOLVED WITH?

Write as many as necessary :)

WHO ARE THE INFLUENCERS THAT YOUR
PEOPLE FOLLOW ONLINE?

Write as many as necessary.

WHICH PAGES MIGHT YOUR IDEAL
CLIENTS FOLLOW ONLINE?

IN WHAT SUBJECTS ARE THEY MOST INTERESTED?

Examples: business, marketing, healthy food and sustainable products, yoga, fitness, rights, etc.

WHAT'S THEIR JOB TITLE?

ARE THEY A PART OF A SPECIFIC
GENERATION?

Baby boomers, GenX, Millenials, etc

ARE THERE ANY TOOLS THAT THEY USE
THAT WOULD BE HELPFUL TO FIND THEM
ONLINE?

Do they use Instagram? Canva? Linkedin?
WordPress? If nothing, leave this blank.

Answer all these questions to go deeper into this important exercise.

- What is their income level?
- What do they believe right now?
- How are they feeling?
- What's going on in their world?
- What type of house do they live in?
- Where do they hang out online?
- Where do they go on holiday?
- What problem do they have that you can help them solve?
- Why is the way you deliver your products/services important to them?
- Why are you the person for them?
- What's the emotional connection between you and your Ideal Client?
- What is the 1 big outcome can you deliver to solve their problems?
- Why is now the time for them to make a decision?