

## Ideal Client Bio Worksheet

By now you should have some great ideas of the needs and qualities of your ideal client. In this Ideal Client Bio worksheet, you will precisely target your ideal client by answering the questions we've designed for you below. You may also pull from your Ideal Client Creator Resource, from the previous lesson.

Is your ideal client a man or a woman?

What do they look like?

Why aren't they feeling fulfilled?

What do they need?

What do they really want their life to look like?

Do they have any pets or kids?

What problems do they face every day?

Are they willing to take risks?

What services and products do they invest in?

What do they value?

What is holding them back?

Now, using the details that you have created, write the specific bio for your Ideal Client

Here is our example:

For our Stories To Success System, that you are a part of, our ideal client is Joe. He's 50 years old, he has at least 6 figures in savings, a large home in a upper class neighborhood. He's very family focused. His kids are in private school, and he is focused on helping others, but feels he hasn't really ever contributed his full purpose to the world. He is tired of trying to fit in with the world but doesn't really know where to turn next.

Now it's your turn. Write the specific bio for YOUR IDEAL CLIENT:

Next, choose the EXACT REAL PERSON who best represents your Ideal Client and who you are super excited to work with every day.

Write their name here:

Finally, print out your Ideal Client's Picture and attach it to this worksheet, or even better, create your own resume` for your ideal client and post it in front of your workspace EVERY time you sit down to work on your business. Everything you do should be focused directly on your Ideal Clients.