



Ideal Client Worksheet

If you have previous clients, you can use them to help you figure out the type of client you are currently attracting. If you want to start working with a different type of client, print two copies of this worksheet so that you can profile your previous/current clients alongside those that you want to reach in the future. You could also fill out an extra copy of this form to profile clients that you do not want to work with in the future.

For more business and marketing resources, visit www.evolveyourweddingbusiness.com

Demographics

These questions relate to basic statistical information about your ideal client.

What is your ideal client's age range?

Is your ideal client male or female? If this varies, list the percentage of each.

What is your ideal client's ethnicity?



Where does your ideal client live?

What is your ideal client's job title? In which industry?

What is your ideal client's level of education?

What is your ideal client's average income?

Does your ideal client have children?



Psychographics

These questions relate to your ideal client's personality, values, attitudes, interests, and lifestyle.

What is it about his/her wedding that keeps him/her up at night?

If you have previous clients, list at least 3 that you can contact to ask about this.

What is his/her biggest problem pertaining to his/her wedding?

What does he/she value most?

Examples: family, friends, having nice things, travelling, money, etc.

Which elements of a wedding matter most to him/her?

This could be great photos, a picturesque venue, or staying true to their unique style.



What frustrates him/her?

Does he/she have any preconceived notions about the wedding industry and planning his/her wedding?

How would he/she describe his/her personal style?

What are his/her hobbies and interests?

Behavioural

These questions pertain to how your ideal client behaves currently.



What are his/her 3 favourite wedding blogs?

What are his/her 3 favourite blogs?

Non-wedding related

What magazines and newspapers does he/she read?

Which social network does he/she use most often?

Don't waste your time on networks that your ideal client doesn't use!

What types of television shows and movies does he/she watch regularly?



If you have previous clients, what made them decide to work with you?

Don't be afraid to drop them an email and ask!

How does he/she like to spend his/her spare time?

What brands and products does he/she love?

Is he/she a die hard Apple fan or love buying handmade gifts from Etsy?

Actions

Take these actions to put your ideal client profile to work!

Figure out what he/she looks like, give him/her a name and write a summary paragraph about him/her. Find a photo of someone who fits your profile or draw a picture of him/her and keep it near your desk. It may sound silly but it will remind you who you are supposed to be targeting.

Review your website, social media channels and other marketing material. If this does not reflect who you are targeting, change it!



List 5 places (online and offline) where you would find your ideal client.

Brainstorm 5 topics for your blog that combine your ideal client's interests and what you do. When Geeks Wed (www.whengeekswed.com) is a great blog to read in order to see how interests and weddings overlap.

Brainstorm 5 topics for your blog that address what frustrates and worries your ideal client.

Make a list of 5 people who influence your ideal client and start building relationships with them.