

DEFINING YOUR IDEAL CLIENT

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1. GOOD OLD DEMOGRAPHICS

Age? Male / Female / Or both? Location?



4. TARGETING

Are you targeting businesses, professionals, or both?



2. BEHAVIOUR

What makes them tick?



5. INTERESTS

What floats their boat?



3. COMMUNICATION

What's their preference?



HI MY NAME IS...

YOUR BILL, BOB, JOAN, JEAN

WHAT ELSE DO WE NEED TO KNOW!

