

Your Ideal Customer/Client Exercise

Prompts: Consider these aspects of your Ideal Customer or Client. **Be brutally honest!**

- What career or business are they in?
- What demographics do they fit? (age, sex, race, religion, income, marital status, etc.)
- What do they think is important in business? In life?
- What do they like most about you and your business, products and services?
- What is the nature of their relationship with you? (transactional, long-time customer, acquaintance, friend, refers others to you, etc.)
- How do they do business with you? (phone/in person/on the Web; quick transactions/takes time to negotiate; pays early/on-time/at 30 days; etc.)
- What personality characteristics do they have?
- What do you get from them (besides payment)?

My ideal client/customer is:	My ideal client/customer is not:

For more information on how to use this exercise, read [Your Ideal Client](#)