

Your Ideal Client

Pretend this is a real person. Ask yourself the following questions to help identify your target market. It will help to think about your best client when answering.

Note: Not every question is important to your ideal client, but many of them will be, so try to answer all of the questions and pick the answers that make the most sense.

Peggy the Persona

Demographics:

Where does Peggy live?

Male or female?

How old is Peggy?

What kind of job does Peggy have?

Is Peggy married? Does she have a family?

Any hobbies?

Where is Peggy online?

Where is Peggy offline?

Who is Peggy?

Pain Points:

What frustrations does Peggy have?

What is the root cause of the problem?

What does Peggy *really* want?

What problems does your product or service solve for Peggy?

- Why and how?

If B2B: What about the company?

Revenue?

Team size?

Type of business?

Where?