

2. WHO'S THE IDEAL CLIENT?

Rarely is 'everyone' your customer. If you are putting time, energy and money into building relationships with clients, how would you find them?

It is quite likely that you'll have more than one category of client. It may be helpful to complete this page for each type.

Try to build a picture of who they are - either personally or as a business. Think about the things that make them unique - location, age, a shared problem or industry.

What do you call this group?

How do you define them?

What's important to them?

Where do they currently buy?

Where do they shop/eat/work/live?

What are their habits or characteristics?

What do they think value is?

Who are they connected to?