

# Gorgeous Geek

Web Designer & Website Coach

## Ideal Client Profile Questionnaire

An ideal clients is the kind of person within your target market who you work well with, the one you look forward to hear from, and is a pleasure to work with. These are the people you want to attract, so we need to define who they are. This will help you when you write your content, as instead of imaging writing to a huge audience, you write to this person. The result is that you will attract these kind of people, and that when you write, you can be much more personal – which eventually is what people connect with.

Think of people you have worked with in the past that you have loved working with. Keep these people in mind when you fill in the questionnaire below to identify the characteristics they have in common.

Be as detailed as possible, but don't worry if you feel you don't have it all clear at this stage. Do it anyway. It serves right now to have a picture in mind of who you are talking to, and you can adjust it as you get more clients and learn more about them.

The questions marked in purple are important ones to connect with your clients on an emotional levels.

Demographic	
Is your ideal client male or female?	
How old is your ideal client?	
What's the marital status of your ideal client? Does he/she have a family?	
Where is your ideal client located? Locally/internationally?	
What does your ideal client do for a living?	

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How educated is your ideal client?	
How much does your ideal client make per year?	

Psychographic	
What are your ideal client's values & believes?	
What is your ideal client's personality like?	
How is your ideal client's lifestyle?	
What does your ideal client do in his/her free time, including hobbies and interests?	
Which blogs/media does your ideal client follow?	
What conferences, events does your ideal client go to?	
What groups are your ideal client a part of online and off-line?	
What is your ideal client's favourite social media platforms?	
What does your ideal client need that you can offer?	

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Feelings	
What makes your ideal client happy?	
What is your ideal client worried about/afraid of?	
What is your client very frustrated about?	
What are your ideal client's likes?	
What are your ideal client's dislikes?	
What would your ideal client wish was different in his/her life?	
What does your ideal client dream about?	