

In order to properly serve your clients, you've got to REALLY understand them.

When I work with clients one on one, or in my workshops and I ask, "Who is your ideal client?" All too often I receive the answer, "Everyone!" At that moment I take a long deep breath and prepare to break the news to them that in fact NOT everyone will want to buy their product or service. While it may be useful to everyone, not everyone is **your** customer. The key to your success, both in terms of the revenue you will generate and the time you will spend, lies in clearly defining your ideal clients so you are delivering messaging to those **most likely to want** your product or services. This activity is the first part of thoroughly understanding the people you want to serve.

Demographics Age, Profession, Marital Status, Income Just the Facts	Psychographics (Attitudes, Values, Fears) How They Feel About the Facts	Behaviors (Habits, Hobbies, Lifestyle) How the Facts Impact their Lifestyle
Gender <input type="checkbox"/> Man <input type="checkbox"/> Woman <input type="checkbox"/> Either		
Between the ages of ___ and _____		
Marital Status		
Children? If so, how many and ages?		
Income Bracket		
Education Level		
Profession		
Religion / Spiritual Beliefs		
Health Condition		
Lives in a <input type="checkbox"/> House <input type="checkbox"/> Apartment <input type="checkbox"/> City <input type="checkbox"/> Suburb <input type="checkbox"/> Rural		