
Module #1 – Ideal Client

- 1) Picture your favorite client. What are their qualities? What are their interests? Brainstorm everything that you can remember about what you like about them....already....go!!

- 2) Answer the below questions?

Are they an introvert, extrovert or both?

What are their favorite types of companies or brands? (ie) Luxury vs Box Stores, environmentally conscious, one of kind boutiques, etc....

What are their recreational activities? Travel, crafts, boating, zip-lining, etc...

What are is their #1 Pain Point you're solving?

What are their interests? Crafting, writing, reading, etc...

How do they relate to you on a personal level?

All of these questions will help you put the right content & images in front of your ideal client.