

Ideal Customer Worksheet

Once you know all the details about your ideal prospect, you'll get ahead of competitors while crafting alluring content to entice your people to bite onto your offer—hook, line, and sinker. To get more details of how to fill this out, [visit this post on our blog](#).

Personal Details — Who Are They?

- Is this person male or female?

- How old is he/she?

- Is he/she married? Divorced? Single?

- Does he/she have any children? If so, how many and how old?

- What type of education does this person have?

- How does this person spend his/her day?

- What are 2 to 3 things he/she is most proud of?

- What is the most important thing in the world to them?

- What are 2 to 3 of his/her biggest fears?

- What are his/her primary goals?

Occupation Details – What Motivates Them?

- Where does he/she work?

- What is his/her role in the company?

- How much money does he/she make?

Communication Preferences – How Can You Reach Them?

- Where and how does he/she mostly access the Internet? (work/home, phone/tablet/computer)

- What social media platforms does he/she use?

- Where do they spend their time online when they're not on social media? (industry forums, etc.)

- How does he/she like to consume information?
Are they a reader, watcher, or listener?

- How does he/she prefer to communicate?
Phone, email, direct mail, text message?

- What words/phrases do they relate to and/or use?

Product Preferences—What Are They Looking For From You?

- Where is your ideal customer right now?

- Where do they want to be?

- Why do they want to be there?

- What can you sell them to get them from where they are now to where they want to be as quickly as possible?

- What is the main struggle in getting to where they want to

- What are 2 to 3 solutions they've tried that are NOT working for them? Why aren't these solutions working?

- What alternate solutions do they have? What are the pros and cons of each one?
- If presented with your product or service, what would his/her immediate objections be?
- What features do they expect your product to have?

Purchasing Decisions—Why Did They Choose You?

*Current Customers only

- Why did he/she decide to work with you?
- How is your product or service different from competitors?
- How does your product help him/her achieve his/her goals?



Name

Age

Job Title



A few personal details about him



What is his biggest struggle?



Why is that struggle painful?



How do we solve that struggle?



What does he not want?



How does he find us?



Why does he buy from us?



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