

IDEAL CLIENT PROFILE

NAME: _____ DATE CREATED: _____

Complete each section as accurately as possible. Review the profile at least once or twice per calendar year.

▼ **Age, Income, Education, Politics, Religion**

▲ **Industry, Professional Title, and Years in Industry**

▼ **Credentials / Skills**

▼ **Responsibilities**

Priorities (list no more than 3)

Recent life changes:

Pain points:

How do their pain points affect daily life?

List any external circumstances affecting their situation:

Obstacles that keep them from overcoming challenges:

What things do they *need*?

What are things they *want*?

▼ Triggers (Physical)

▲ Triggers (Emotional)

▼ Other motivators

▼ Life Goals (professional/personal)

Media they use (online and offline)

Methods of research:

Resources they trust:

▼ Likes

▲ Dislikes

▼ Habits

Must they get approval for decisions? From whom?

Do they have a partner with whom they make decisions? (Describe this person)

Budget / buying power / credit:

Other products purchased in the last 5 years:

Need help?

Email us at hello@goldenvineyardbranding.com
 or visit our website at www.goldenvineyardbranding.com