

Developing Your Target Persona

The goal of developing your target persona is to **better target your services and marketing efforts towards the group of consumers that are most likely to become clients**. This requires a deep understanding of the people who you can serve. To gain this level of clarity, it's a good idea to create an **“ideal client” persona** – or fictional person who represents your perfect client.



Fill in the questions below to begin developing your ideal client persona:

What age is your ideal client?

Do you primarily serve men or women (or does it make a difference)?

What is your ideal client's income?

Where is your ideal client located?

What does your ideal client do for a living?

What are their interests/hobbies?

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What does your ideal client read/watch?

What types of websites do they visit? (Understanding how/where to advertise)

What problems really keep them up at night? (That you can solve!)

Does your ideal client have a family?

What types of obligations do they have financially and personally?

What else can you learn about them that will help you better understand who to market your services to?

GIVE YOUR TARGET PERSONA A NAME AND A FACE BELOW: