

The background of the entire page is a dark, ornate metal door with intricate relief carvings of figures and scenes. In the bottom right corner, a woman with long brown hair, wearing a bright yellow jacket and a black scarf, is seen from behind, holding up a smartphone to take a photograph of the door.

WORKBOOK

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Ideal Client

Stand Out to Sell Out Bonus Module

CARRE VC

Questions to ask about your Ideal Client

Family Life

Who do they live with?

Are they married?

Do they have children?

What are their relationships with family members?

Work & Education

Where do they work?

What do they do in their job?

Do they like work?

What are their aspirations?

How much do they earn?

Who do they work with?

How have they been educated & to what level?

Friends & Social Life

Do they have a large friendship group?

How do they spend spare time?

Who influences them?

What interests do they have?

Do they follow latest fashions?

Do they like travelling and where do they go?

What do they care about? Fashion, the environment, self interest etc.

Information Gathering

How do they find out about things- facebook, instagram, newspapers, magazines, adverts

Are they influenced by famous people?

Are they influenced by friends and family?

Buying Habits

How do they buy things?

Are they influenced by friends and family when buying things?

Who makes the ultimate purchasing decision?

How do they like to buy things- convenience or for the experience?

What makes them loyal?

What would stop them from buying?

Problems

What problems do they have that your product will solve?

What do they want from your product?

What are their pain points?

What will make them choose you over competitors?

What do they want from you- in terms of product, price, promotion?

Ideal Client

Name

Age

Gender

Location

Family Life

Information Gathering

Work & Education

Buying habits

Friends & Social Life

Problems

Ideal Client Diary

Name

Age

Gender

Weekend

Weekday

A.M. activities

P.M. Activities

Evening Activities

Ideal Client Diary

Name

Age

Gender

Weekend

Weekday

A.M. activities

P.M. Activities

Evening Activities

Reflection Page

A large, empty light gray rectangular area intended for writing reflections. It occupies the majority of the page below the title and is completely blank, providing space for the user to write their thoughts.