

When we know our audience, crafting our message becomes simple.

IDEAL CLIENT WORKSHEET



This exercise will help you nail down your ideal client and have more clarity on how to write your message to reach them. Complete one worksheet for each type of audience you have (donor, funder, client, customer, etc.) and use the information to craft content for your website, social media, or advertising campaign. Write your message for this one person each time you write and watch the difference it makes in engagement and response.

NAME YOUR IDEAL CLIENT	MALE OR FEMALE? AGE RANGE? SINGLE OR MARRIED? CHILDREN?
JOB TITLE, HOBBIES, OR EDUCATION?	WHERE DO THEY SPEND THEIR TIME ONLINE?

WHAT PROBLEM DO THEY HAVE RELATED TO WHAT YOU OFFER?

HOW CAN YOU SOLVE THAT PROBLEM?

WHAT DO YOU WANT THEM TO DO?
