



Ideal Client Description

Demographic: Age, Income, Gender, Industry, Type, Geography

Psychographic: What they value, what they think

Problem or typical industry frustration

Opportunity or unserved niche

Points of contact or ways you can reach this group:

Description:

Example: Remodeling Contractor: Home Owners in 5 zip codes with an income over \$150,00. Married and owned home for over 5 years, tend to be in positions of authority and know what they want. Have remodeled before and have a deadline or event that dictates completion time. Spend between \$50,000 - \$150,000 on new kitchens and baths. Intend to stay in home for at least 5 more years.