



Q U E S T I O N

Q3

WHO DO YOU SERVE?

Answering this question is key to having a successful business. It's important to get as clear as possible on your target audience / ideal client so that you know where to find them, how to communicate with them, and how best to serve them.

Plus, when you really understand the heart and soul of your ideal client, you will be able to offer them high quality value in everything you do!

QUESTION THREE
CLARITY QUESTIONNAIRE

- 03 -

WHO DO YOU SERVE?

DEFINE YOUR IDEAL CLIENT

Who is your ideal client?

Write a brief demographic description. For example: gender, age, profession, income bracket, where they live, marital status, etc.

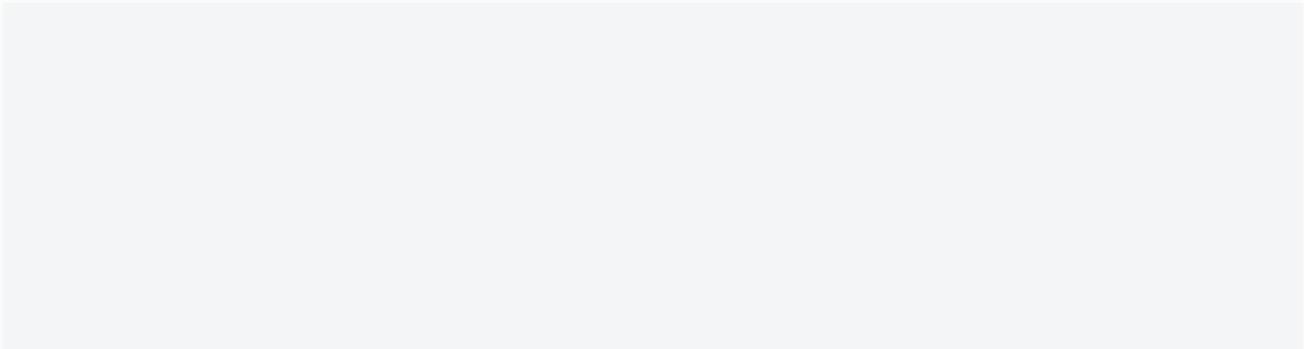
QUESTION THREE
CLARITY QUESTIONNAIRE

DEFINE YOUR IDEAL CLIENT

What personality traits do the clients that make your day possess?



What personality traits do the clients you dread dealing with possess?



If you were to create an ideal client avatar (ICA) what would you name this character? Hint: It may be one of your current clients.

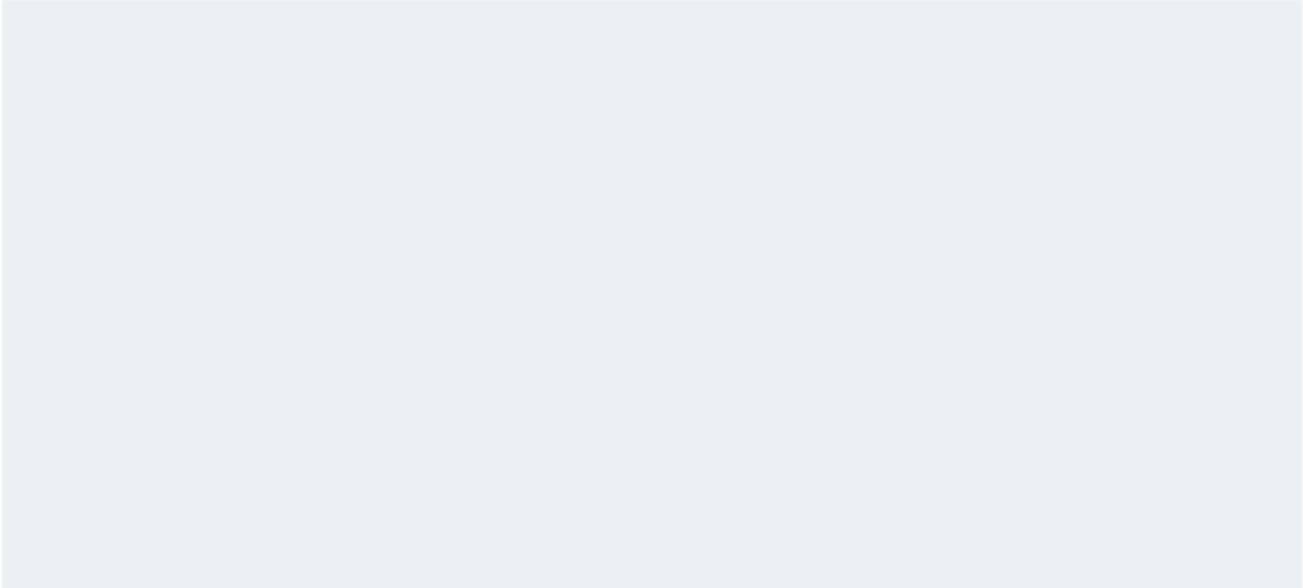
For example, my ICA is actually a client, and when I think about my ICA, I think of her. Her name is Suzan.



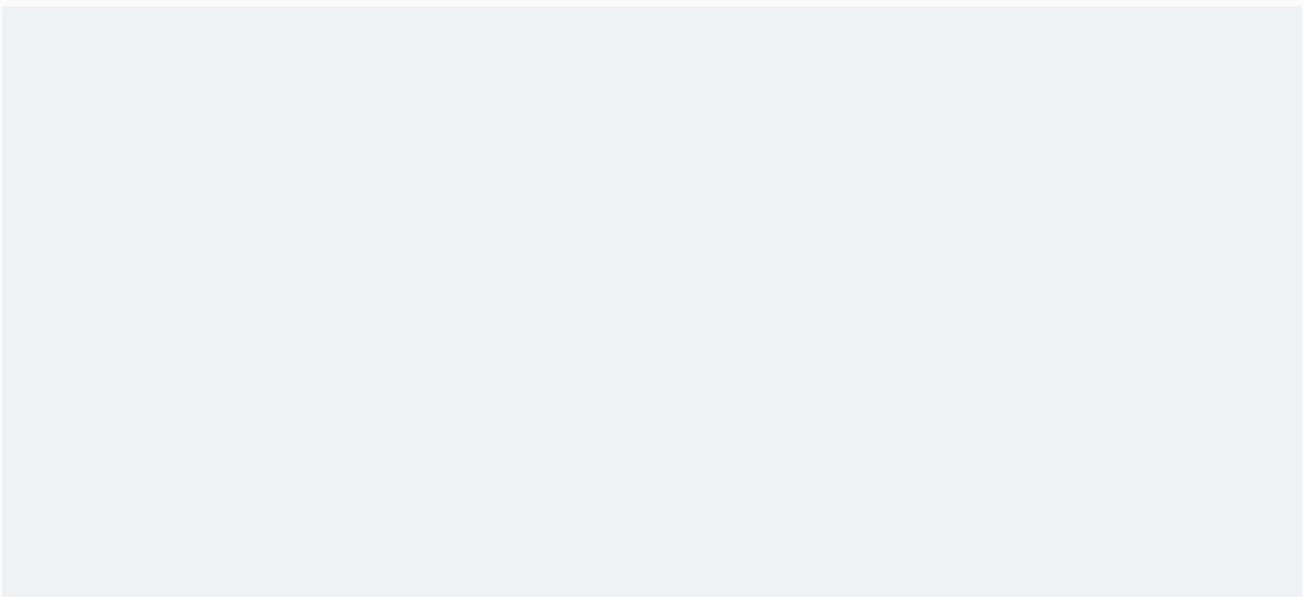
QUESTION THREE
CLARITY QUESTIONNAIRE

DEFINE YOUR IDEAL CLIENT

What are your ideal client's goals?



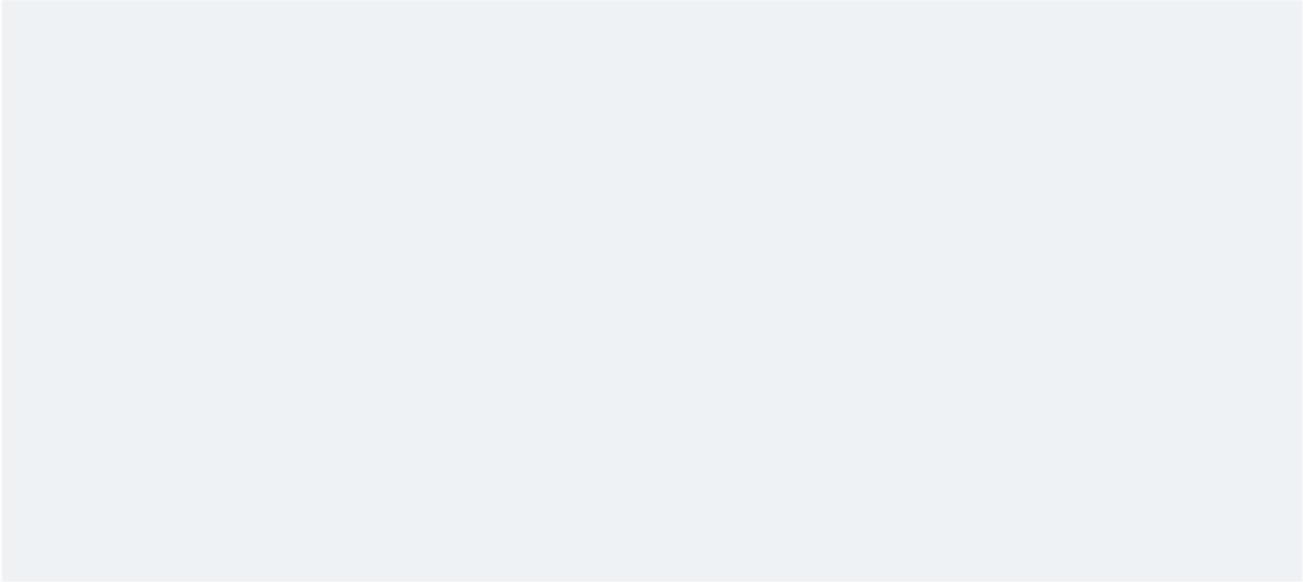
What holds them back from reaching their goals?



QUESTION THREE
CLARITY QUESTIONNAIRE

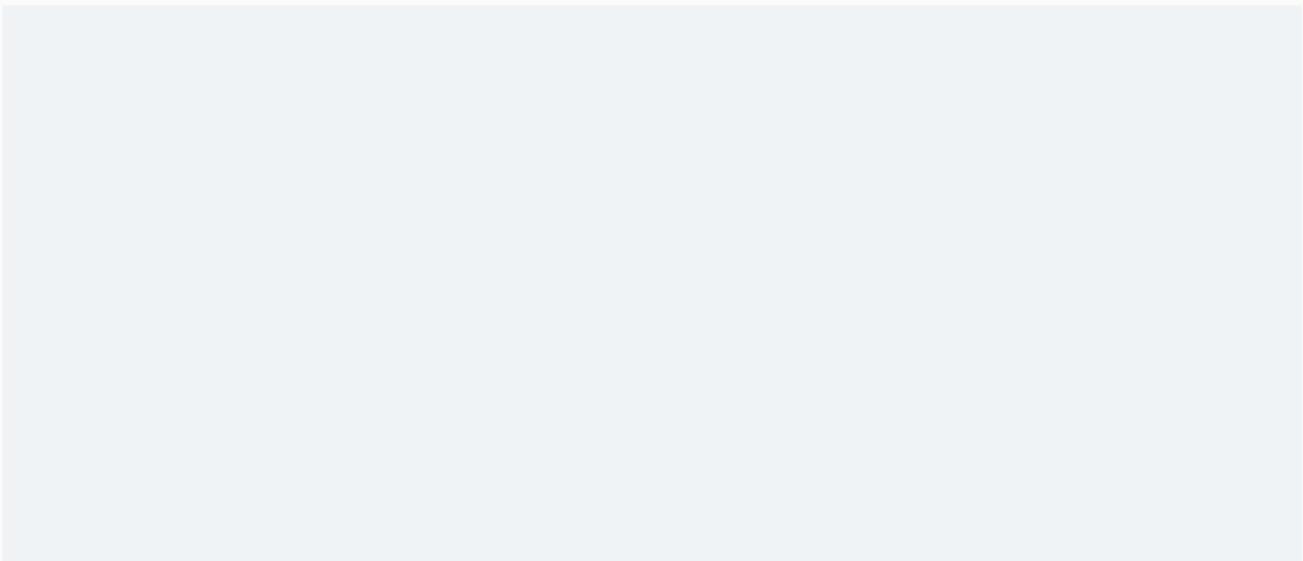
DEFINE YOUR IDEAL CLIENT

What is your ideal client's biggest fear?



What is their secret wish or desire that your product or service can fulfill?

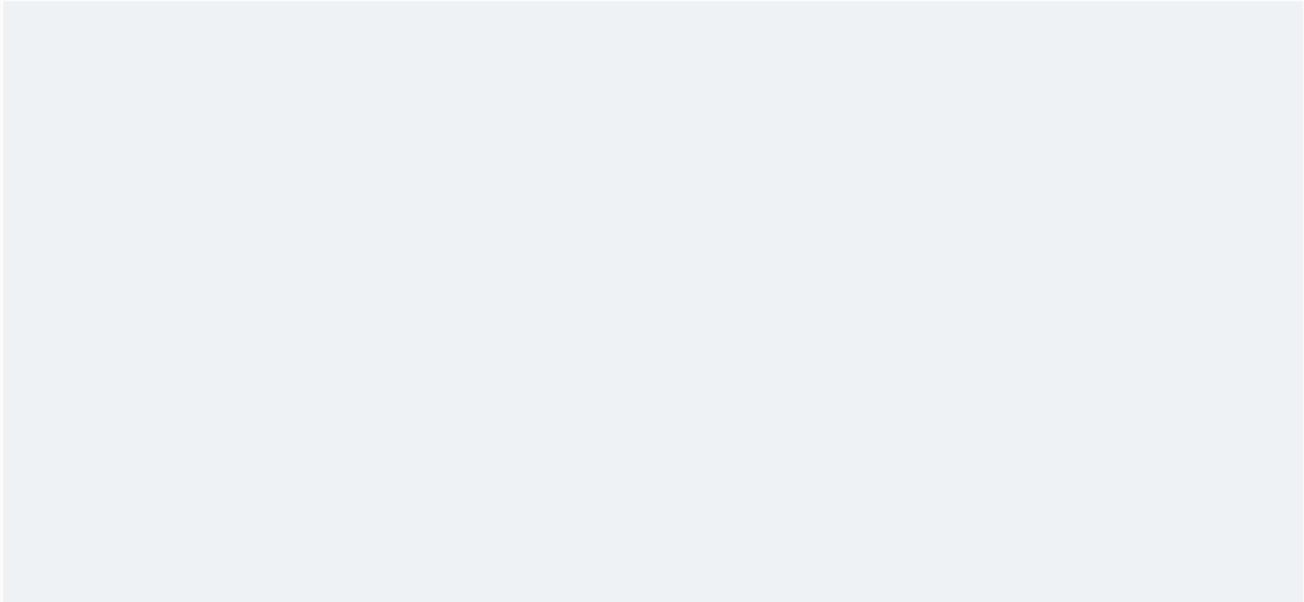
For example: A grandmother who wants to get in shape so that she has more energy to play with her grandchildren.



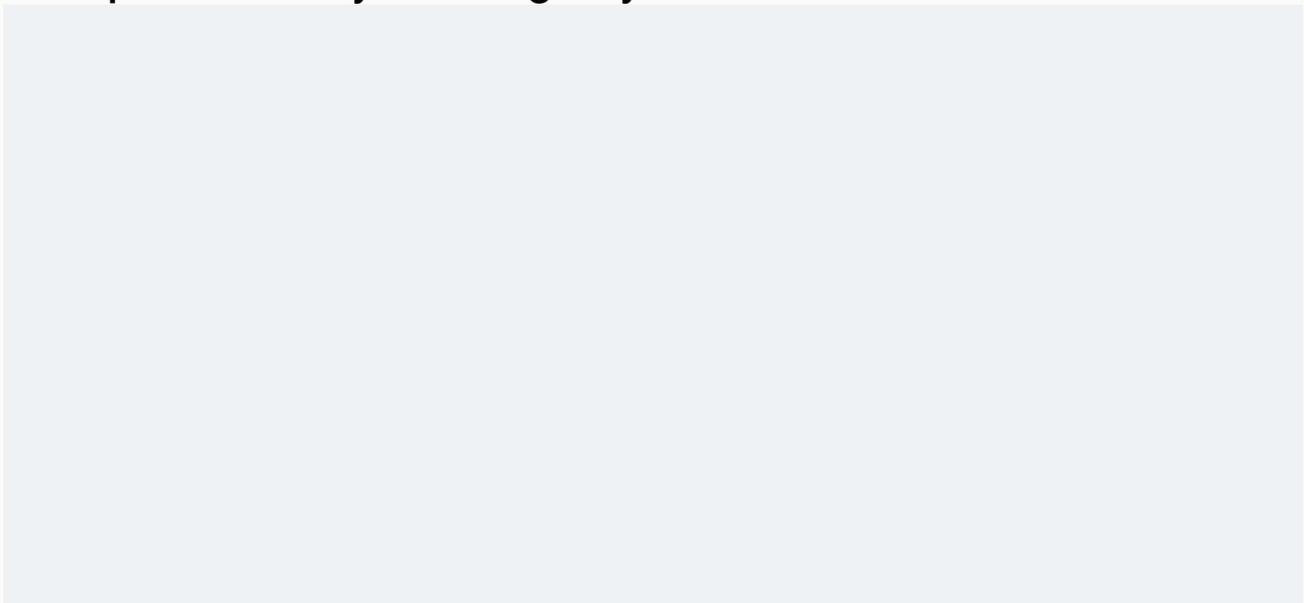
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DEFINE YOUR IDEAL CLIENT

What are your customer's top 3 pain points / struggles? (What do they complain about when they are hanging out with their friends?)



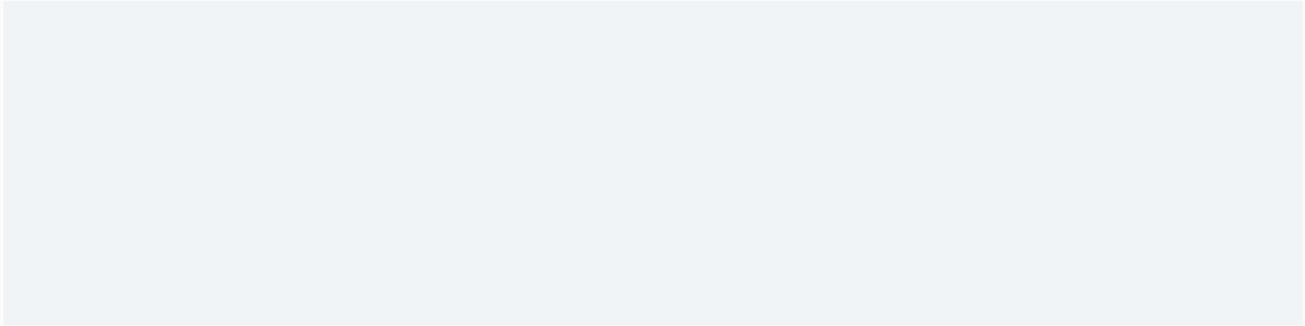
What problems are you solving for your customers?



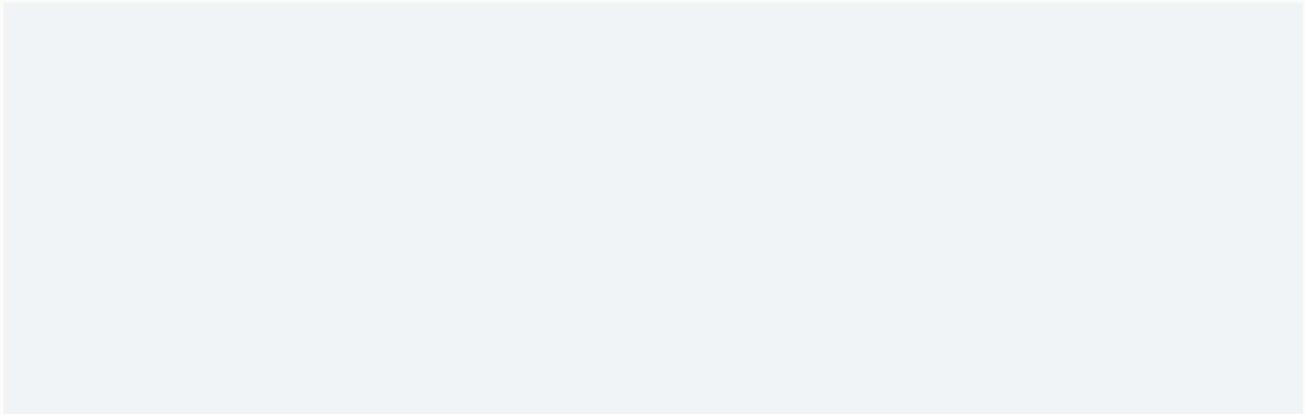
QUESTION THREE
CLARITY QUESTIONNAIRE

DEFINE YOUR IDEAL CLIENT

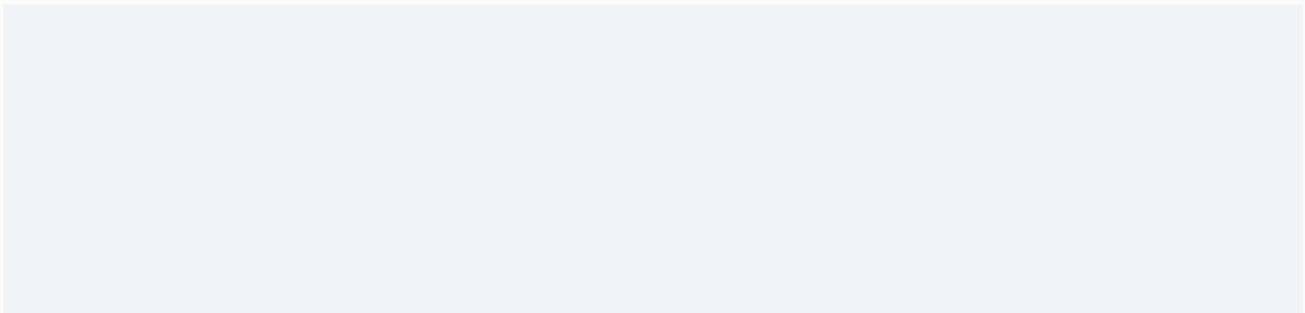
What emotional needs or desires does your product or service fulfill?



What is your ICA's interests or hobbies?



What books, magazines, blogs or websites do they read? This will help with marketing! You can create Facebook ad audiences that follow other big name experts in your field!



QUESTION THREE
CLARITY QUESTIONNAIRE

DEFINE YOUR IDEAL CLIENT

What are their favorite social media platforms?

People who are on LinkedIn or Pinterest have very different intentions when they are consuming content on those platforms.

Where do your clients go to research your topic online or in person?

Do they attend live seminars? Retreats? or Do they join business groups online? Which experts in your field do they follow online? etc.

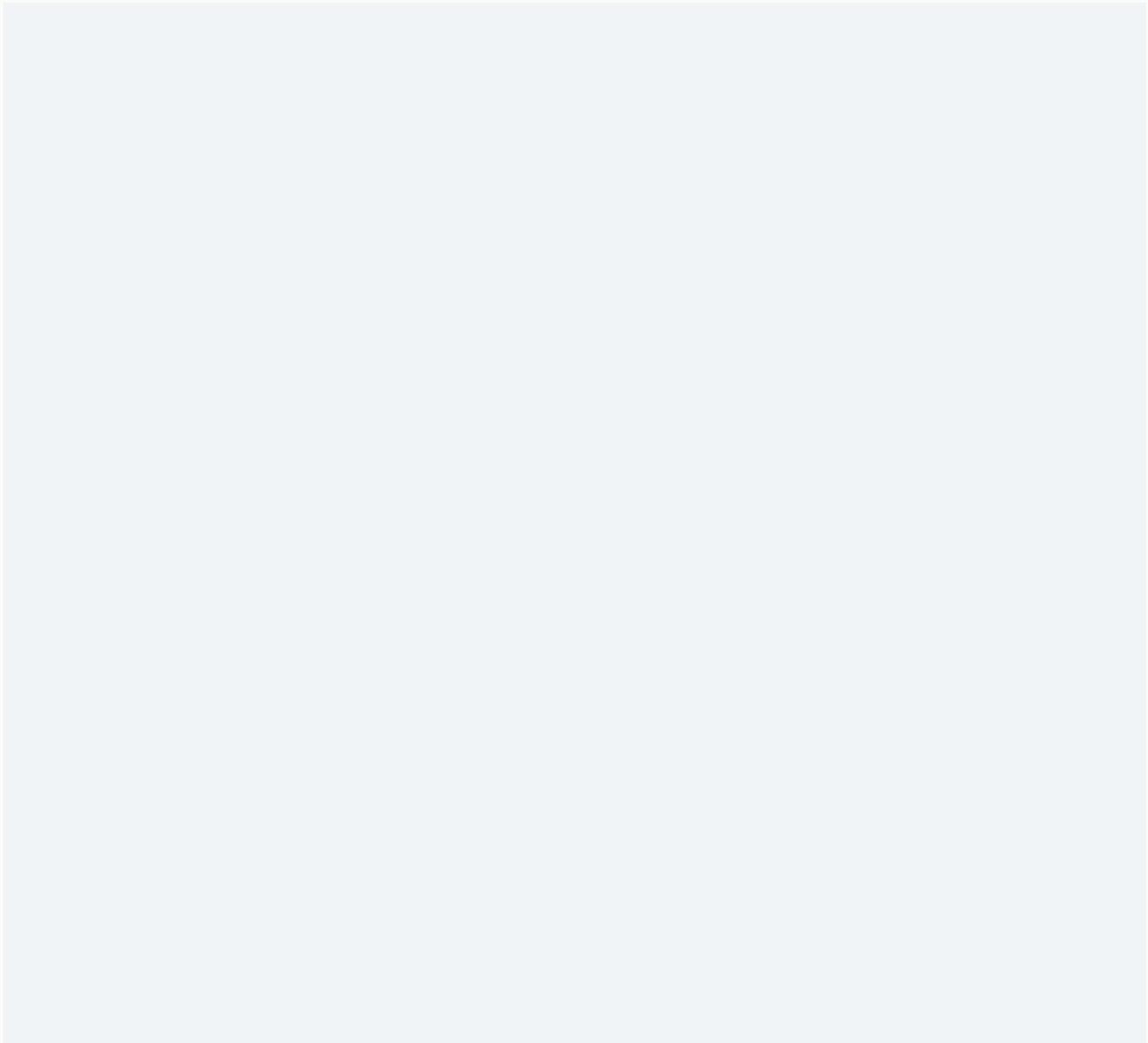
If you don't know the answers to these questions, go out and ask them. (Ex: Make a call to 3 clients. Post a poll on Instagram or FB. etc.)

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My ideal client is . . .

Sum up your ideal client in one or two sentences. For example: My ideal client is a purpose-driven entrepreneur who wants to launch their new business online to start making money doing what they love.



A stylized logo consisting of a thick black letter 'B' followed by a period. The 'B' is formed with a single continuous stroke, featuring a vertical stem and two curved upper bowls. The period is a small, solid black dot. The logo is centered on a white square background, which is itself set against a larger, light blue background with a faint, repeating pattern of overlapping circles.