

Ideal Client Profile

WHO ARE THEY?

Person/Entity:

Background:

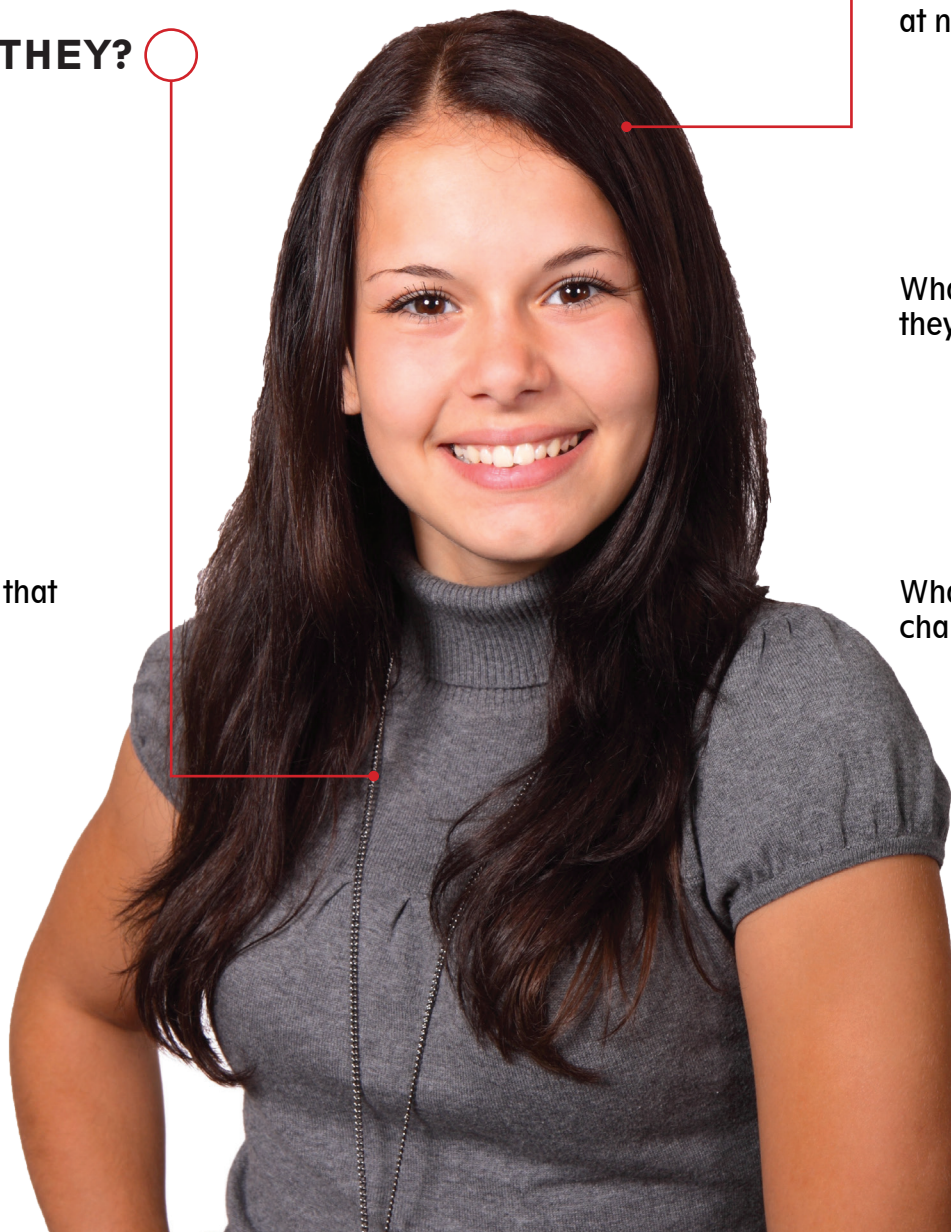
Demographics that matter:

WHAT'S ON THEIR MIND?

What keeps them up at night?

What problems do they have?

What would they change if they could?



WHERE IS HELP?

Where do they go for information?

Who do they seek for advice/help?