



# Getting STARTED

## Step 5: Define Your Perfect or Optimal Client

Who is your perfect client? Pretend it is one person when describing.

What is their job or role? In what industry do they operate? \_\_\_\_\_

\_\_\_\_\_

What kind of person are they? \_\_\_\_\_

\_\_\_\_\_

Where do they hang out and with whom? \_\_\_\_\_

\_\_\_\_\_

What do they do for fun? \_\_\_\_\_

\_\_\_\_\_

List the top 5 characteristics of your ideal client:

- 
- 
- 
- 
-