

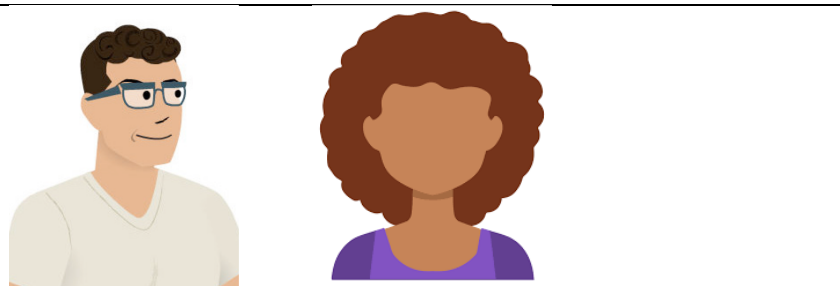
Define Your Ideal Customer

This worksheet bring further clarity to your coaching practice. Please take this time and enjoy this opportunity to bring clarity to the people you choose to serve and how best you can serve them.

Define Your Ideal Customer

In this exercise, we're looking to map out as much insight as we can muster around our ideal customer. The more we know about (him or) her, the more we understand and appreciate her world and the more we can attract more of her into our world and deliver incredible value in our powerful coaching conversations with her.

Do your best to complete as accurate a picture as you can of your ideal customer, their needs, wants and life conditions.



Name:	
Top Saboteurs:	
Known Triggers:	
Occupation:	
Age:	
Living In:	
Gender:	
Education:	
Accomplishments:	
Interests / Hobby:	
Annual Income:	
Get Their News:	
Fears / Concerns:	
Historical Challenges:	
Married?	
Children? #?	
Coaching Need:	
Deep Desire:	
Notable Concerns:	
Tipping Point to Want Coaching:	

[illegible]