



*Ideal*  
**Customer**

WORKBOOK  
amplified**NOW**

# IDEAL CUSTOMER

## WHO IS YOUR CUSTOMER?

Let's brainstorm a bit about your ideal customer. Who are they? What do they like? Take some notes on the next few pages to start.

**NAME**

**AGE & SEX**

**HOBBIES**

**WHAT DO THEY**

**FAVORITE TV, MOVIES,**

**DO THEY HAVE A SPOUSE?**

## WHAT DO THEY

Write or paste in a picture.

# IDEAL CUSTOMER

**WHERE DO THEY**

**EDUCATION LEVEL**

**WHAT DO THEY DO FOR**

**INCOME LEVEL**

**WHERE DO THEY SHOP?**

**HOW DO THEY**

**WHERE DO THEY VACATION?**

**DEEPEST FEARS**

# IDEAL CUSTOMER

**GOALS AND**

**WHAT ARE THEY**

**WHAT PROBLEM DO YOU SOLVE**

**OTHER THOUGHTS**

**GREATEST DESIRES**

# WORD BANK

Using what you wrote on the previous pages, create lists of words to pull from when you are writing copy.

Enemies are things that hurt your ideal customer like procrastination or disorganization.

Friends will be things that help them, like time management or decluttering.

## POSITIVE WORDS

## NEGATIVE

## ENEMIES

## FRIENDS