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# FIND YOUR IDEAL CUSTOMER

(WITHOUT BORING YOURSELF TO DEATH)



## 1. Demographics (aka: Who the hell are they?)

**1** How old are they—ancient, mid-life crisis, or TikTok toddler?

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**2** What's their gender vibe—male, female, non-binary, or "none of your business"?

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**3** Are they single, married, divorced, or "it's complicated"?

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**4** Do they have kids, pets, or just plants they keep killing?

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**5** What's their job—CEO, barista, influencer, or professional Netflix binger?

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**6** How much cash are they throwing around—baller or budget-bin shopper?

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**7** Where do they live—city slicker, suburban warrior, or countryside hermit?

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**8** Do they own a house, rent, or live in their mum's converted garage?

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2. Psychographics (aka: What's rattling around in their head?)



**1** What values do they pretend to care about at dinner parties?

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**2** What actually motivates them—money, fame, free Wi-Fi?

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**3** What hobbies keep them busy—gym rat, gamer, or wine enthusiast?

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**4** What's their lifestyle—Zen monk, chaos gremlin, or caffeine-powered hustler?

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**5** What's their big dream—retire early, own a yacht, or finally finish that novel?

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**6** What keeps them awake at night—student loans, climate change, or their ex's Insta?

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**7** Who do they worship—brands, influencers, or their dog?

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Keep on going. You ain't finished yet!

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3. Buying Behaviors (aka: How they blow their cash)



**1** How do they stalk products—Google, TikTok reviews, or asking strangers online?

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**2** Do they shop online, in-store, or just steal their best mates stuff?

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**3** What makes them buy—cheap price, shiny packaging, or guilt?

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**4** How often do they splurge—daily, monthly, or only during Black Friday chaos?

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**5** Do they impulse buy or spreadsheet every purchase?

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**6** Who whispers in their ear—friends, family, or that one loud YouTuber?

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**7** What excuses do they throw at you before saying “no”?

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Oh Ah just a little bit, Oh Ah a little bit more

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4. Needs & Challenges (aka: Why they're crying inside)



**1** What problem are they desperately hoping you'll fix?

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**2** What magical transformation do they want? six-pack abs or stress-free Mondays

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**3** What's stopping them—money, time, or the need to stay in bed?

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**4** What emotions are tied to this—panic, rage, or "meh"?

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**5** How urgent is their need—yesterday, next year, or never?

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**6** What does "success" look like—bragging rights, peace of mind, or Instagram clout?

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Just one more push.....

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5. Customer Journey & Engagement (aka: Where they lurk online)



**1** Which digital playgrounds do they haunt—Insta, LinkedIn or OnlyFans (don't judge)?

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**2** What content do they binge—blogs, memes, podcasts, or cat videos?

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**3** How do they want to talk to you—email, DM, carrier pigeon?

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**4** What tone makes them listen—professional, sarcastic, or “tell me I’m pretty”?

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**5** What keeps them loyal—discounts, good vibes, or free stickers?

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**6** • How do they brag about stuff they love—reviews, TikToks, or drunk karaoke?

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Now you know your ideal client better than you know yourself..

GO GET 'EM!!