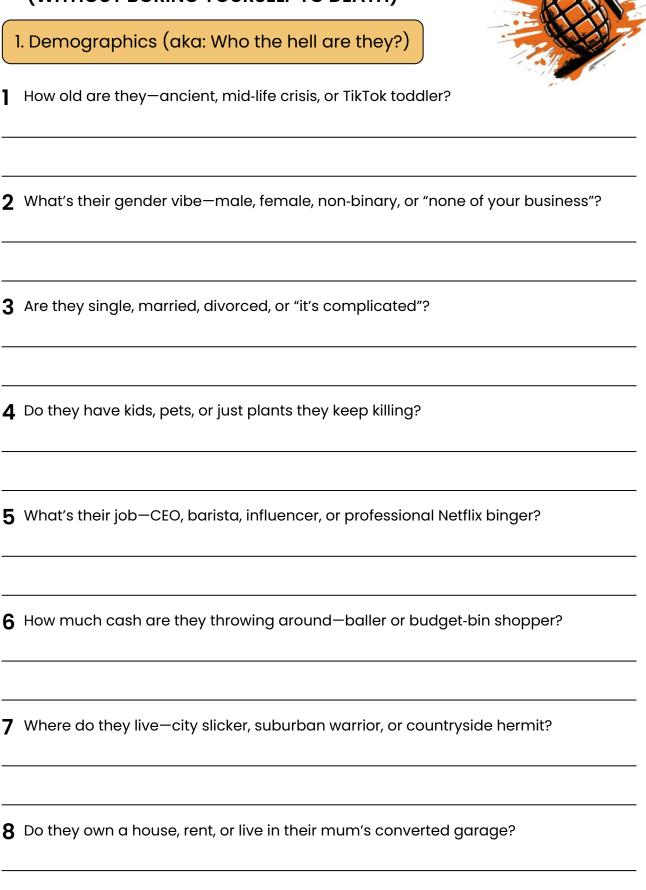
#### (WITHOUT BORING YOURSELF TO DEATH)

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



### (WITHOUT BORING YOURSELF TO DEATH)

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



1	What values do they pretend to care about at dinner parties?
2	What actually motivates them—money, fame, free Wi-Fi?
3	What hobbies keep them busy–gym rat, gamer, or wine enthusiast?
4	What's their lifestyle—Zen monk, chaos gremlin, or caffeine-powered hustler?
5	What's their big dream—retire early, own a yacht, or finally finish that novel?
6	What keeps them awake at night–student loans, climate change, or their ex's Insta?
7	Who do they worship—brands, influencers, or their dog?

Keep on going. You ain't finished yet!

#### (WITHOUT BORING YOURSELF TO DEATH)

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



1	How do they stalk products—Google, TikTok reviews, or asking strangers online?
2	Do they shop online, in-store, or just steal their best mates stuff?
3	What makes them buy—cheap price, shiny packaging, or guilt?
4	How often do they splurge—daily, monthly, or only during Black Friday chaos?
5	Do they impulse buy or spreadsheet every purchase?
6	Who whispers in their ear—friends, family, or that one loud YouTuber?
7	What excuses do they throw at you before saying "no"?

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

### (WITHOUT BORING YOURSELF TO DEATH)

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



1	What problem are they desperately hoping you'll fix?
2	What magical transformation do they want? six-pack abs or stress-free Mondays
3	What's stopping them—money, time, or the need to stay in bed?
4	What emotions are tied to this—panic, rage, or "meh"?
5	How urgent is their need—yesterday, next year, or never?
6	What does "success" look like—bragging rights, peace of mind, or Instagram clout?

Just one more push......

#### (WITHOUT BORING YOURSELF TO DEATH)

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



1	Which digital playgrounds do they haunt—Insta, LinkedIn or OnlyFans (don't judge)?
2	What content do they binge—blogs, memes, podcasts, or cat videos?
3	How do they want to talk to you—email, DM, carrier pigeon?
4	What tone makes them listen—professional, sarcastic, or "tell me I'm pretty"?
5	What keeps them loyal—discounts, good vibes, or free stickers?
6	How do they brag about stuff they love—reviews, TikToks, or drunk karaoke?

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