

YOUR IDEAL CUSTOMERS

1 What groups of people do you, or did you, belong to?

2 Who are you passionate about helping?

3 Pick the 3 groups you're most excited to help.

Potential Segment #1

4 Biggest Problems

Hardest Part of their Day

Potential Segment #2

5 Biggest Problems

Hardest Part of their Day

Potential Segment #3

6 Biggest Problems

Hardest Part of their Day

Potential Segment #1

Potential Segment #2

Potential Segment #3

7 Customer Emotions

What is this segment **afraid** of?

What **frustrates** this segment?

What **overwhelms** this segment?

What does this segment **love**?

8 Circle the 2 that are the **most intense** for your customers.

9 Put a ☆ next to the 2 **you** are most **excited** about.

10 Pick 3:

"My ideal customers are
I want to help them"

OR

"My ideal customers are
I want to help them"

OR

"My ideal customers are
I want to help them"