

Use Quora, Facebook groups, and other businesses in your industry to find the answer to these questions. You can also listen to podcasts to learn this information.

# Client Identifier Worksheet

How old is your ideal client?

Where do they live?

What are their fears?

What are their dreams?

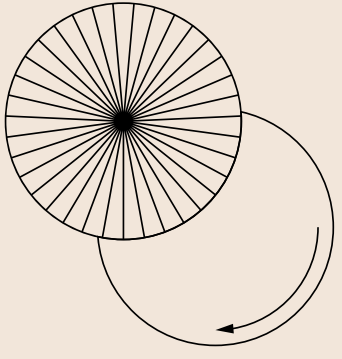
What do they hope for?

What worries them, and keeps them up at night?

Who do they follow on social media?

What podcasts do they listen to?

What books do they read?



List your answers here  
(and on the next page  
too)

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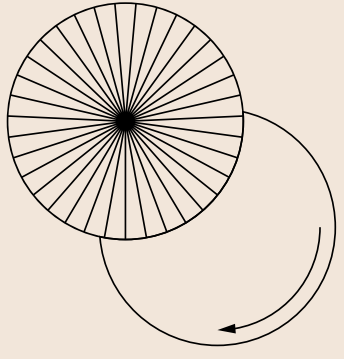
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The more specific the better it is for you later on down the line. This is how you will speak the same language as your ideal audience and relate to them so, remember these points.

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