

11 Questions That Describe Your Ideal Client

GO INTO DETAIL WHEN ANSWERING AND GET INSIDE YOUR CLIENTS' HEADS.

1. **Describe your ideal client's business.** (The kind of project you work on, how much they make each year, their yearly website development budget, what they sell, who they sell to, and why their customers buy from them).
2. **How big is their business?** (How many people work there?)
3. **When it comes to your business area, what do they fear?** (For example, a freelancer fears losing all his clients and getting dumped for being a loser.) **How will this fear hurt their business?**
4. **What do they read? Specifically, what websites, blogs, and news sources?** (Picture a client who you could develop a friendship with. What would you read if you were them? What would you recommend they read?)
5. **Describe their personality.**
6. **What's their main problem?** (Why is this their problem? How does X problem affect your client's daily life? Example: he gets emails from angry customers.)
7. **What professional or industry associations are they a part of?**
8. **What's their biggest aspiration? What do they want most of all?** (Why do they want this?)
9. **How do they make money?**
10. **Who are they trying to impress?**
11. **Who influences their decision?**