

# Smart Copy = Clicks

## Words Matter

### Identify Your Ideal Customer

Describe your ideal customer

Before you create your first product, you will need to know who your ideal customer is.

If your ideal customer doesn't roll off your tongue when prompted, you might need to take some time to really think about it.

This worksheet is designed to help you identify your ideal customer.

**Who will you serve with your business?**

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**What demographic information can you identify about them? (Male/female, age, type of job they have, income, etc.)**

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**What other types of products or services does this customer buy besides yours?**

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**Where online does your customer hang out? (FB, LI, Twitter, Instagram, Pinterest, TikTok, YouTube, etc.)**

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**What types of books does your customer read?**

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**What blogs does your customer read?**

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**What podcasts does your customer listen?**

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**What influencers does your customer follow?**

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**What payment options does your customer prefer?** (One time payment, payment plans, monthly subscriptions, etc.)

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**What kinds of routines does your customer have?** (Early riser/night owl, healthy eat/poor diet, exercise or not, etc.)

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