

BRAND BELIEVER

BUILDING YOUR IDEAL CLIENT

Knowing your "Brand Believer" is a major foundation of your branding process. Get creative and be honest with yourself about who you want to appeal to, what type of client fires you up in your entrepreneurial journey. These types of clients are likely a huge reason behind why you started your own business. Let's get specific and let's get clear!

GENDER / AGE

A large, empty rectangular box with a dark border, intended for writing the gender and age of the ideal client.

VALUES

A large, empty rectangular box with a dark border, intended for writing the values of the ideal client.

CHALLENGES / PAIN POINTS

A large, empty rectangular box with a dark border, intended for writing the challenges and pain points of the ideal client.

JOYS / PASSIONS

A large, empty rectangular box with a dark border, intended for writing the joys and passions of the ideal client.

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WHAT MAKES THEM IDEAL?



SPARE TIME / HOBBIES



FINANCIAL SITUATION



WHY DO THEY VALUE YOU?



Additional Notes:



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A DAY IN THE LIFE.....

BRAND BELIEVER

BUILDING YOUR IDEAL CLIENT

A DAY IN THE LIFE.....

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HOW CAN YOU CONNECT WITH THEM (IN PERSON, ONLINE)

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