

Building Your Ideal Client

Complete this worksheet to get a good understanding of your ideal client, so you can speak to them in a way that hits their pain points.

Who do you want to work with? _____

How old are they? _____ Married/Single Children? _____

Employment Status _____

What problems do they have? _____

What are their interests? _____

What do they like? _____

Where do they hang out? _____

Who do they follow? _____

What are their pain points? _____

Where are they now in their financial situation?

What are their goals for protection?

What books do they like to read? _____

Podcasts? _____

Does your ideal client connect better over video or written content?

What is your ideal client's core problem? (In One Sentence using language your ideal clients would use)

What are the biggest objections to buying coverage from you?
