



EMMAKATE.CO

Ideal Client Worksheet

Your website should be designed to appeal to your target audience. A surefire way of ensuring every design choice you make is inline with your target audience — their likes and goals — is to create an ideal client avatar and refer to it while you design and build your website.

Uncover Your Ideal Client

1. Out of all my past clients, the ones that I LOVED working with and I wish I could work with more people like them are...

EXAMPLE ANSWER	YOUR ANSWER
<i>Alana, Claire, Imogen, Lauren B, Lauren D, the Eve Skincare team, Jude, Bonnie & Kristy, Marci, Cindy, The Global Ripple girls, Clara, Liz</i>	

2. Looking at this above list, the things most of these clients have in common are...

EXAMPLE ANSWER	YOUR ANSWER
<i>female, 25-35, live in Australia, startups, solo-entrepreneurs, creatives or coaches/wellness professionals, passionate, driven, kind, smart</i>	

3. Now use these characteristics to create your Ideal Client Avatar on the next page...

Ideal Client Avatar



Their name is: *Claire*

Their gender is: *Female*

Their age is: *30*

Their income is: *Approx. \$70,000 /yr*

They live in: *Australia*

The have a career in:

She's recently changed her career path and has started a new business doing something that deeply helps others and lights her up.

Their characteristics are:

Smart, educated, quick learner, life-long learner, passionate, driven, self-reflective, kind

They're passionate about:

Helping her clients achieve their goals, helping the world, being a force for good.

Their goals for this year are:

To be confident in her business and abilities. Look like a total pro and attract more of her dream clients.

I can help them achieve their goal(s) by:

Uncovering the soul of her business, designing and creating a visual brand and online presence that reflects her personality & brand essence. Helping her develop an online marketing strategy that finds and nurtures her ideal clients.

Ideal Client Avatar

Now it's your turn!

Find an image of who you envision your ideal client/customer/supporter to be and pop it here.

Their name is:

Their gender is:

Their age is:

Their income is:

They live in:

The have a career in:

Their characteristics are:

They're passionate about:

Their goals for this year are:

I can help them achieve their goal(s) by: