

Ideal Customer Card

Build a clear, honest picture of who you serve

Your ideal customer is not just someone who needs what you offer. They are someone you genuinely want to show up for. Use this worksheet to build a clear, honest picture of who that person is, and who they are not.

Give them a name and a story

Start by making this feel like a real person, not a spreadsheet. Give your ideal customer a name and note a few details about who they are.

Their name	Their role or situation

Age range	Where they are based

A brief description of who they are
<i>Two or three sentences. Write as if you are describing them to someone.</i>



Go deeper

This is where your ideal customer becomes more than a demographic. Answer each section as honestly and specifically as you can.

What keeps them awake at night?	
Their fears, frustrations, and worries. What do they dread?	
Their biggest fear	Their biggest frustration

What do they dream of changing?	
Their goals, ambitions, and hopes. What does success look like for them?	
Their biggest goal	What success feels like for them

What makes them trust someone like you?	
What signals tell them they are in safe hands?	
Trust signals that matter to them	



What would make their life easier?

What do they wish someone would just solve for them?

Their biggest unmet need

Three phrases they would type into Google

Think about the exact words they use when they are looking for help. These become the raw material for your messaging.

1

2

3

Who is this NOT for?

Being clear about who you do not want to work with protects your energy and sharpens your brand. Note the traits, behaviours, or expectations that tell you a working relationship is going to be hard.

Red flags and wrong-fit traits

Keep this card somewhere visible when you are creating content, writing proposals, or deciding whether to say yes to a new project.