

CHICA

INTELLIGENTE
MEDIA

THE (SEMI) PERFECT CLIENT

Summary Inspiration:

You did it! You've made a commitment to do the work and that is the first step! Remember these things as you build out your dream client:

1. It starts with faith. Without it, you're limiting yourself.

2. You're not a basic brand. You are shining because you have special gifts. Don't go bland with your brand. Bring out the uniqueness and watch the success pour in!
3. Stay true to you. It's easy to get sucked into someone else's way of doing something if they're successful at it. The key is to only bring in energy that matches yours so sometimes you have to be the creator of that energy!

What's His/Her Name?

Occupation & Salary:

Age/Gender:



Marital Status: (...children?)

**DEMOGRAPHIC LOCATION:
(WHERE DOES THIS PERSON
LIVE?)**

**FAVORITE TV SHOWS, BOOKS,
PODCASTS, & ARTISTS**

WHAT IS HIS/HER STYLE? (CONSERVATIVE, TRENDY,...DESCRIBE HERE)



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LIST THREE CONFERENCES THIS PERSON WOULD ATTEND. OR IF NONE STATE "NONE."

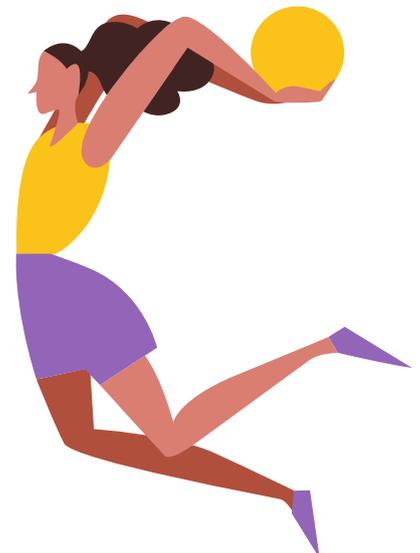
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FAVE INFLUENCERS, LEADERS, AND INDUSTRY MOGULS

WHAT DOES SHE/HE LIKE TO DO IN THEIR FREE TIME?

**WHAT ARE YOUR
TPC'S FAVE BRANDS?**

- _____
- _____
- _____
- _____



TELL US HIS/HER GUILTY PLEASURES.

Now set the vision....

Doesn't it feel good to clarify exactly what you're looking for? It will make it so much easier when you execute your Marketing and Social strategy. Here's an exercise to further your TPC desires:

WRITE A JOURNAL ENTRY THAT INCLUDES WHAT YOU'RE GRATEFUL FOR, WHAT YOU WANT RIGHT NOW, AND A BIT ABOUT YOUR LIFE AND HOW ITS GOING AT THE MOMENT. REMEMBER, "YOU" = YOUR T.P.C. FEEL FREE TO PASTE AN IMAGE HERE ALONG WITH THE ENTRY IF YOU'RE FEELING SUPER INTO IT. (USE FRONT AND BACK OF PAPER)



You did it!

You decided, "Enough guessing!! Let's map this target group out so I can get clear and get paid!"

You decided to stop assuming you know your customer. In some cases, you most definitely ARE your customer, and that's totally fine!! But in others, you're actually not the customer and you've just noticed a need for something. In this case you have to really sit with yourself and dive into your customer's shoes. Remember it takes time to develop the mindset of someone completely different than who you are so it might require some research.

You decided to get smarter about targeting clients for your brand because you're not making money posting for your friends and getting 10 likes from all of them.

You decided not to worry about the segment of the market that you're "missing" because you know that every person is not your brand!!! and every person won't love your brand!!! Now that's a concept, huh?

*Fantastic
Work!*

Feel free to rock this same exercise for every new product or service you develop.

Here's to your success!