

Perfect Client Template

A guide to help you discover who you
serve in your fashion business

Meet [Insert First Name Here]

Name

Age:

Gender

Marital Status:

Children:

Profession:

Education:

Annual Income:

Lives In:

[Insert image of your
Perfect Client here]

Interesting Fun Facts:

[Write down some interesting fun facts about your Perfect Client here ex. Hobbies, favorite books, movies, blogs, top preference clothing brands, shops, etc.]

Information Source:

Where is **He/She** gathering knowledge/advice to help solve their challenges?
(Choose the Top 3 by **BOLDING** or underlining it below)

Blogs	Ask Others	Webinars/Free Online
Newspaper	Social Media	Training
Magazines (Physical)	Books	Other? (Type Below)
Magazines (Online)	Recommendation Apps (like	
Podcasts	Google)	
YouTube Videos	Conferences/Workshops	

Your Perfect Client's Values:

[Your Perfect Client's core values and personal beliefs]

Your Perfect Client's Top 3 Biggest Struggles:

[3 Things that keep your Perfect Client up at night.]

Your Perfect Client's Dream Solution:

[If you could wave a magic wand, what would you solve for your Perfect Client?]

Anything Else You Want to Add:

[Now that you are on a roll...anything else you want to add that makes your Perfect Client interesting?]