



FEMALE ENTREPRENEUR
STARTUP ACADEMY

My Ideal Client

Name

Age

Gender

Location

Marital Status

Children [Yes/No] If Yes How Many

Education Level

Income

Occupation

Area of Expertise

Aspiration & Goals

What celebrity or Guru are they jealous of right now?

What are their objections?

Biggest Challenge?

Biggest Pain Points?

What do they Value?

Buyer's
Journey
Stage

Awareness

Consideration

Decision

Where do they hang out online?

How do they like to communicate?

[Written | Audio | Visual]

Where do they go to find information first?

[Books | Blogs/Mags | Gurus | Celebrities]