

Know your **Perfect** Client



- Age
- Location
- Gender
- Income level
- Education level
- Marital Status
- Children
- Occupation
- Ethnic background

- Personality
- Attitudes
- Values
- Interests/hobbies
- Shop
- Fun
- Vacation

Which Persona is more fun to work with? _____

Which Persona has the Greater ROI? _____

Which Persona is easier to Market to? _____