

## THE DREAM CLIENT

# Discovery Roadmap

MY DREAM CLIENT'S NAME: \_\_\_\_\_

### DEMOGRAPHICS

“What defines your dream client on the surface? How does this influence their schedule, free-time, and productivity?”

### SOCIOGRAPHICS

“Your dream client's social life plays a big role in who they are. Which relationships are the most important and influential to them? How can you use this to connect with them?”

### KEY MOTIVATORS

“Your dream client has core emotions they're looking to satisfy. Use your branding to show them you can prevent their fears from happening or give them a way to make their deepest desires finally come true!”

### FASHION ICONS

“Who does your dream client aspire to look like? Which trends do they follow and how does your brand fit in with their personal sense of fashion? Make sure you're showing up where they're shopping!”

### HOBBIES & MEDIA

“Whatever your dream clients spends time doing, you need to be part of it! Consider their hobbies and media influences as a starting point for PR opportunities, collaborations, and celebrity placements.”

