

# Worksheet:

## YOUR IDEAL CLIENT

Understanding your ideal client is key to creating effective marketing that attracts the people you want to your wedding business. Fill in this worksheet to define your ideal client couple in as much detail as possible. You can use this information to work out your clients' needs and to ensure your marketing campaigns connect with them.

1. Demographic information: Couple's names, ages, location, income & education.

2. What companies do they work for? What are their roles?

3. What are their interests and hobbies? What would be their perfect date?

4. What are their favourite movies, books, and TV shows?

**5.** What adjectives would describe their wedding style? Choose as many as you like. For example: formal, glamorous, boho, vintage, elegant, romantic, classic, modern, casual, intimate, fun, offbeat, rustic, beachy, colourful, budget.

**6.** What kind of dress or suit would this bride/groom wear?

**7.** Where would they go on honeymoon?

**8.** What decor style would they choose to decorate their home?

**9.** What is their biggest wedding planning challenge?