



Your **Clients'** Shoes – The Shoes that Matter!

1-Page Tool

The **Ideal Client** Test

List 3 of your best **Clients**

1. _____
2. _____
3. _____

Why do you consider each of them to be one of your best **Clients**?

1. _____
2. _____
3. _____

Why does each of them choose to buy from you instead of from your competitors?

1. _____
2. _____
3. _____

Why does each of them choose to buy from you instead of doing nothing?

1. _____
2. _____
3. _____

What is the **perceived Value** each of these **Clients** receives from you – if they are not all the same are there themes that define distinct **Target Clients**?

1. _____
2. _____
3. _____