

// FINDING YOUR DREAM CLIENT IS AS EASY AS 1, 2, 3...

- 1 // Close your eyes for a few minutes and imagine your perfect dream client.
- 2 // Complete the questions below.
- 3 // Create a Pinterest Board & create their profile to refer back to. GO CRAZY & GET MESSY!

KEYWORDS TO DESCRIBE YOUR DREAM CLIENT:

// PINTEREST SEARCH TIPS

- 1 // When you create your ideal clients profile/Pinboard, make it a secret board only for yourself.
- 2 // Search for keywords to describe them and their wedding – eg. for a young, modern, health conscious bride you could search for - white, simple, nature, geometric, urban, clean, even green juice!
- 3 // Include photos that evoke the feeling of who they are.
- 4 // Even packaging or logos can help to visually communicate them.

THEIR NAME: _____

AGE: _____

LOCATIONS: _____

EDUCATION LEVEL: _____

OCCUPATION: _____

THEIR BIG GOALS: _____

FAVOURITE BRANDS: _____

WEEKEND ACTIVITIES: _____

WHO DO THEY FOLLOW ONLINE: _____

TRENDS THEY FOLLOW: _____

BLOGS/MAGAZINES THEY READ: _____

3 WORDS TO DESCRIBE THEIR WEDDING VISION:

1 // _____

2 // _____

3 // _____

WHERE IS THE WEDDING LOCATION? _____

WHAT EXPERIENCE DO THEY WANT FOR THEIR WEDDING?
WHAT ARE THEY WORRIED ABOUT?
