



Traffic FastPass Customer Profile

Use this form to build the profile of your perfect client.

When you're done, make a list of topics you can use to create engagement posts your audience will love.

Is your perfect client a woman, or man, or either? _____

How old is your perfect client?

Under 20: _____
20 - 30: _____
30 - 40: _____
40 - 50: _____
50 - 65: _____
Other: _____

Does your client live:

In an apartment: _____
In a house: _____
In a big city: _____
In a small town: _____
In the country: _____
Other: _____

Is your client?

Single: _____

Married/In a relationship: _____

A parent: _____

If so, age of children: _____

A grandparent: _____

A pet owner: _____

Employed: _____

What does your client do in their free time?

Go to restaurants/ entertainment: _____

Entertain at home: _____

Chill at home / Watch Netflix: _____

Running kids to activities: _____

Go to the gym: _____

Dog park: _____

Part-time student: _____

Read: _____

Crafter: _____

Other: _____

What tv shows/movies does your client love?

What's their favorite Social Media?

What stores does your client shop in?

How would your client describe themselves?

Example: Foodie, dog person, cat lady, gym rat, fashionista, yoga pant mom, working mom, stay-at-home mom

Besides necessities, what does your client spend money on?

Example: Travel, hobbies, cosmetics, shoes, kids activities, daycare, craft beer

Next, based on your results, write a description of your ideal client

Example:

Sarah is a 35 year old mom with 3 kids under the age of 8. She's on a budget and she shops online because it's easier than taking kids out shopping. She lives in the suburbs, in a house, with her husband and her kids. She's in charge of the household, and she works part time from home. She shops at the grocery store a couple of times a week, and she loads up at Target every few weeks. She is an Amazon prime member. At the end of the day, she watches Netflix with her husband after the kids go to bed. Going out is a treat, but they go out without kids on occasion. She likes to buy things for her house, and it's important to her that it looks good. She tries to feed her family healthy food, but sometimes they slip.

Finally, make a list of topics your perfect client would be interested in.

Examples: - home décor, snacks for kids, mom humor, etc.
