



Alternative Health **Digital**
Marketing for the *Health and Wellness* **Industry**

IDEAL CLIENT FOCUS DEMOGRAPHICS [CHEATSHEET]

How well do you know your ideal client?

Here's a cheatsheet you can use for advertising demographics, and more.

When you know specific details about your ideal client, your content creator will be empowered to write copy which grabs the right people's attention.

Use your answers to develop KEYWORDS for headlines, tags, hashtags and posts.

- How old is your ideal client?
- What gender is your ideal client?
- What is your ideal client's marital status?
- What is your ideal client's level of education?
- What's your ideal client's vocation?
- What is your ideal client's job title?
- Where does your ideal client live? What's your ideal client's hobby?
- What's your ideal client's spiritual disposition?
- What's your ideal client's lifestyle preference? (vegetarian, non-smoker,

stay-at-home, night-owl)

- What's your ideal client's nationality?
- Which clubs and associations does your ideal client belong to?
- What are their ownership preferences? (mac user, renter, homeowner)
- What's their position in family/society? (single mom, grandma, pastor)
- What's their political orientation?
- What's the condition of their health? (diabetic, cancer survivor, autistic, depressed)
- What is your ideal client's goals? (great health, abundance, romance, cleanliness)
- What are your ideal client's values?
- Where does your ideal client get their information? (books, magazines, blogs, conferences, gurus) What does your ideal client call themselves? (single mom, first-time home-buyer, bird-watcher)



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