

The Ultimate Client Matchmaker Guide



Creating Your Beauty Biz Dream Client Profile



Your Beauty Biz Dream Client Profile

Let's break down exactly who your ideal client is—because when you know who you're talking to, marketing becomes effortless.

Picture your dream client. Who are they? What do they love? What makes them book with you (and keep coming back)?

Meet Your Ideal Client:

- 1 Their name is _____, they're _____ years old, and they bring in \$_____ per year.
- 2 When they're driving, they're vibing to (music genre or favorite podcasts) _____.
- 3 They're (circle one): Married / Single and they (circle one): Have kids / Don't have kids.
- 4 Their friends would describe them as _____ (adjective), _____ (adjective), and _____ (adjective).

Lifestyle & Interests:

- 1 In their free time, they love (hobby & activity)
_____ and _____.
- 2 When they unwind, they prefer (relaxing activity)
_____.
- 3 Their favorite brands include _____,
_____, and _____.
They love these brands because they are _____
(adjective), _____ (adjective),
and _____ (adjective).

Style & Shopping Habits:

- 1 Their overall style can be described as _____.
- 2 They're usually rocking _____ and
_____ (types of clothing).
- 3 They shop at _____ because it aligns
with their vibe.

Who They Follow & Engage With:

- 1 On Instagram, they're into @_____,
@_____, and @_____.
These accounts make them feel _____
(adjective), _____ (adjective), and
_____ (adjective).
- 2 On Facebook, they like _____,
_____, and _____. These pages
resonate with them because they make them feel
_____ (adjective), _____
(adjective), and _____ (adjective).

How They Feel About My Brand:

- 1 Right now, when they land on my page, they feel
_____ (adjective), _____
(adjective), and _____ (adjective).
- 2 Ideally, when they interact with my brand, I want them to feel
_____ (adjective), _____
(adjective), and _____ (adjective).