

# CRAFT YOUR VISION

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## YOUR PEOPLE WORKBOOK

In this workbook, you'll think about who you serve best. These people are otherwise known as your target market or ideal client. We like to call them simply "your people" to make sure we always remember that they are living, breathing people with very real feelings, experiences, and desires.

1

**Generally describe the people that will benefit most from being your customer.**

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2

**Now think back to the real people you've served and create a list of people that you really value, and who really value you.**

People you'd like to clone and work with again and again.



3

**From the list above, choose one person who represents Your People best. What is their name?**

If you're starting something new and have never worked with anyone doing this type of work, use your imagination and create an alias!



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**What does Your Person look like?**

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**Where does Your Person live?**

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**What do they do for a living?**

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7

## What do they enjoy doing with their free time?

Do they have free time?



8

## Where do they like to hang out?



9

## Where do they shop?



10

**Who do they admire?**

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**What drives them crazy?**

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**What problems are they struggling with that you can solve?**

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**What is their motivation for the work that they do?**

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**How do they feel on a normal day?**

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15

**What do they daydream about?**

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## What really matters to them?



17

## How do they view your business?

As a luxury, a necessary evil, an option...?

