

Figure out exactly who your ideal client is so you can rock your marketing as an interior designer.

## Basic Details: Who Are They? *Fill in the details*

Gender	Age	Marital status
Kids, or no kids	City, suburb, rural	Career
Household income	Education level	

## Dig Deeper: Who Are They Really? *Fill in the details*

Personal or professional goals	Core values as a person
Favorite magazines and inspiration sources	Design pet peeves

## Needs: Why Do They Want to Hire a Designer? *Check all that apply*

<input type="checkbox"/> No time to design	<input type="checkbox"/> Perfectionist with a critical eye	<input type="checkbox"/> Lacks skills to DIY
<input type="checkbox"/> Values their time over the cost	<input type="checkbox"/> Impress others with finished room	

Other (explain):

## Objections: Why Haven't They Hired You Yet? *Check all that apply*

Haven't found the right designer yet

Distrust or confusion about the process

Never hired a designer before

Afraid they won't like the outcome

Concerned about the cost of the design fee

Concerned about the cost of the recommendations

Other (explain):

## Outcome: What Transformation Do They Crave?

*Fill in the details and go deep — not just the room they want, but the lifestyle and emotional changes too*

From: has a problem

To: ends in success