



# Ideal Customer Worksheet

Identify Your *IDEAL* customer that actually wants to buy your product or service based on interest.

## OFFER IDEAS

Before

Checklist  
Guide  
Spreadsheet  
E-book  
Free  
Training

CORE  
OFFER

After

Upgrade  
Add On  
Insurance  
Gift Ideas  
Pro  
Training

Complimentary

Partner with authors or other  
services

# Ideal Customer Worksheet

Write your core offer in the center. Then list activities that your customers would take at each stage.

## OFFER IDEAS

Before

After

Core Offer

Complimentary