

Digging Deeper

Assignment #4

Think of your ideal client's habits as it relates to fashion, lifestyle, news and shopping. Start to think of your ideal DREAM client as a real person. **We are getting closer** to finding out where they are hanging out in person and online so you can get a better idea of where to ultimately find them.

Today is a longer practice but it is **very important** because it involves shopping and experiences. Since you are in the business of selling your product, you **MUST** spend a lot of time on this exercise and think outside the box.

If you think about it, your ideal DREAM client is shopping somewhere, and that is a perfect place to target them or resources that promote those places.

Don't slack on this one! We encourage you to keep adding to this over time.

Describe your DREAM client's personal style. Are they more traditional, trendy, conservative, crafty, fashionista, high brow, fancy, etc. You get the idea!

Do they like fashion? If so, what type of fashion? Designer, Contemporary, Independent, Moderate, Junior, Off-price?

List their favorite clothing designers.



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List their favorite handbag designers.

List their favorite shoe designers.

List their favorite jewelry designers.

List their favorite accessories designers.

List their favorite fitness wear designers.

Where do they prefer to shop? brick & mortar, trunk show or online?



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List their favorite big name retail stores.

List their favorite boutiques.

List their favorite places to shop online.

How do they pamper themselves? Spa days, mani-pedi, yoga, dinner with the girls, going for a drive, etc?

List their favorite spas and retreat locations.

Do they read Magazines and newspapers?



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List their favorite magazines and newspapers.

What are their favorite books?

Where are they hanging out online? Facebook, Pinterest, Blogs, Online Gurus, Mind Body Green, Refinery 29, etc?

What websites and newsletters do they subscribe to?

What blogs do they read?

Make a list of their favorite blogs.



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What would they do on a perfect weekend day?

What else do they enjoy doing?

What lights them up and makes them happy?

What would their Dream experience be?

List anything else that you want to add about your DREAM Client.
