



# Ideal Client Avatar

[STUDIOHMH.COM](https://STUDIOHMH.COM)

## MY IDEAL CLIENT

Who is the BEST client you have ever worked with?

---

---

Were they male or female?

---

How old were they?

---

What industry were they in?

---

How long had they been in business?

---

If you gave this dream client a \$500 shopping voucher, where would they spend it?

---

---

Now, If you were to DREAM BIG and imagine the best ever most exciting design brief to land on your desk, what would it be? ie. Designing rollingstone magazine, designing the new campaign for chanel.

---

---

---

---

What design style is it?

---

What are the brand values that you admire?

---

---

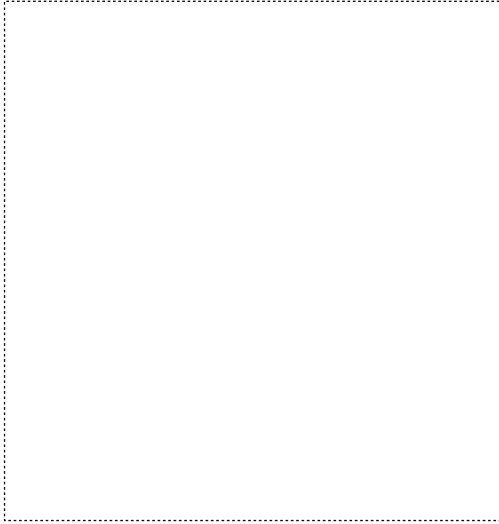
What personal touch could you bring to this dream job? ie. your typography skills, illustration etc.

---

---

## MY IDEAL CLIENT

Based on your work on page 1 of the worksheet imagine your magical dream client, who are they?  
Even give them a name & a photo!



NAME:

.....

INCOME:

.....

WHAT BUSINESS?

.....

HOW LONG HAVE THEY BEEN IN BUSINESS?

.....

.....

WHAT IS IMPORTANT TO THEM WHEN IT COMES TO DESIGN?

.....

.....

WHAT IS THEIR PERSONAL BUSINESS MISSION?

.....

.....

WHAT ARE THEIR FAVE BRANDS?

.....

.....

WHAT KIND OF PROBLEMS DO THEY HAVE THAT YOU CAN HELP WITH? BE SPECIFIC.

.....

.....

.....

.....