



BIZ SUCCESS SERIES

with
Leonie Dawson



CHEATSHEET:

MY IDEAL CLIENT





BIZ SUCCESS SERIES

Age:

Gender identity:

Level of education:

Country:

The three biggest problems on the top of their mind
when they wake up in the morning:



Where do they hang out offline?

Where do they hang out online?

Are they most into writing, images, video or audio?

What are they deeply passionate about?



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How do they describe themselves?

What are their top ten favourite books?

What are their top ten favourite blogs?

What are their hobbies?



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Are they actively looking for
what you offer?

How would they find out about you?



ABOUT LEONIE DAWSON



Leonie Dawson is an internationally best-selling author of the 2021 Goal Getter workbooks & planners which have been used by over 400,000 people worldwide.

A multi-passionate entrepreneur, Leonie has generated over \$11 million in revenue while only working 10 hours a week. Leonie has been recognised for her business acumen by winning Ausmumpreneur's People's Choice Business Coach, Global Brand & Businesses Making A Difference Awards.



LEARN FROM LEONIE

