

WHO IS YOUR CURRENT STUDENT?

Find out who your students are and what motivates them to seek your services. Start by making a few portraits of your specific current students who already appreciate your offerings.

Main characteristics

AGE:	GENDER:
LOCATION:	MARITAL STATUS:
PROFESSION:	CHILDREN:

Health and Lifestyle

HEALTH CHALLENGES:	PAST ADVERSITIES:
FEARS:	ASPIRATIONS:
SPLURGES ON:	SAVES FOR:

Personal preferences

DREAM VACATION:	TYPE OF SELF-CARE:
MOVING OR SITTING STILL:	PLANNING OR IMPROVISING:
CITY OR COUNTRY:	FICTION OR NON-FICTION:

Sources of information

BOOK OR INTERNET:	GOOGLE OR PERSONAL RECOMMENDATION:
PHONE OR COMPUTER:	IN-PERSON OR VIRTUAL:
YOUTUBE OR TV:	SOCIAL MEDIA OR EMAIL:

WHO IS YOUR IDEAL STUDENT?

Who would you like to work with? Create a few portraits of your future ideal students to begin to identify your niche and ways of reaching those potential students.

Main characteristics

AGE:	GENDER:
LOCATION:	MARITAL STATUS:
PROFESSION:	CHILDREN:

Health and Lifestyle

HEALTH CHALLENGES:	PAST ADVERSITIES:
FEARS:	ASPIRATIONS:
SPLURGES ON:	SAVES FOR:

Personal preferences

DREAM VACATION:	TYPE OF SELF-CARE:
MOVING OR SITTING STILL:	PLANNING OR IMPROVISING:
CITY OR COUNTRY:	FICTION OR NON-FICTION:

Sources of information

BOOK OR INTERNET:	GOOGLE OR PERSONAL RECOMMENDATION:
PHONE OR COMPUTER:	IN-PERSON OR VIRTUAL:
YOUTUBE OR TV:	SOCIAL MEDIA OR EMAIL: