

Christa Meola's
ONLINE BOUDOIR WORKSHOP

MY IDEAL CLIENT

1. Be specific – go beyond “Las Vegas Escorts, SoCal brides, or 40+ moms” and go deep into the psyche of one person. List all common traits of your ideal client: both demographics and psychographics (beliefs and tastes, etc.)

2. Roll all these into one specific person and give her a full identity with name, age, occupation, who's in her family, deepest desires etc.

3. Step into her shoes and feel her emotions as you write a short little journal entry as her – not as you – as she’s thinking about booking a shoot. What are her hesitations, doubts, fears? What makes her excited about it? What is she hoping the shoot does for her?

A large, empty rectangular box with a thin black border, intended for the student to write their journal entry. The box occupies most of the page below the instructions.