



Psychographic Copywriting Worksheet

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1. The biggest result I can help someone achieve is:
2. What's the biggest problem your ideal customer/client has?
3. What frustrates your ideal customer/client the most?
4. What does your ideal customer/client want more than anything else?
5. What's the biggest mistake your ideal customer/client is making right now?
6. Explain what you would do if you were in their situation - high level - what you would do, not how:
7. What does your ideal customer/client complain about when they're with their friends or family?
8. What keeps your perfect client awake at night?
9. What humiliates your perfect client (an event or occurrence they are trying to avoid)?
10. What is the cost of staying where they are right now? How bad can things become if they don't fix it?