



TOOL 2: PROFILING KEY CLIENTS

	Service	Example	High Priority Service	High Priority Service	High Priority Service	High Priority Service
Service	Type of service	Anxiety				
Age	Provide Age Bracket	30-40				
Gender	Mainly female or male or even split	Even Split				
Where do they live?	Local or further away	Entire County Cork				
How did they find you? (if you know)	Online search, family, referral from friend etc	Google				
Why did they come to you in the first instance?	Saw images online, testimonial, price, location etc	Price & Location				