

LinkedIn for Business

Recognise Your Ideal Client (Avatar)



- What's their job title?
- What is their seniority level?
- What is their function?
- What is their approximate salary range?
- What industry are they in?
- How many staff in their company?
- What country are they in?
- What location/city are they in?
- What problem do they have that your service can solve?
- Are they Male/Female?
- What is their approximate age?
- What publications would they get their business information from?