

Defining Your Ideal Client

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Defining Your Ideal Client Workbook

Your Ideal Client Is...

...the person you envision to be your perfect customer – the person you would be the most excited about working with - who needs your product, loves your product, and responds to you and your business the way you want them to.

Clearly defining your ideal client affects:

- Everything you do to find, attract and close your ideal clients.
- Changes your messaging, from the words you use, to what time you should send out an email.
- Changes where you spend your time online and where you expect your ideal client to be when they go online.
- It changes your approach. Does your ideal client need scarcity in order to buy?
- If they need a payment plan?
- If they need to know that you understand where they are in life?
- Changes the way you close them. Do they need you to follow up multiple times, or are they going to buy from a soft close?

Describe your ideal client.

THINK: If you were telling me who your perfect customer is – how would you describe them?

- Are they a man or a woman?
- What age are they?
- What personality traits do they have?
- What are their hobbies?

- What does their family-life look like? Are they married? Divorced?
- Single?
- Do they have children? How many?
- What keeps them awake at night? What do they do outside of work?
- Where do they get their news?
- How much do they make? How do they feel about their job business?
- What is it about your service or product that matters to this person?
- How does it solve a need, ease a pain, or make them feel good? How does it better their life?
- What sorts of thoughts should go through this person's head right before they decide to purchase your product? What is the "final straw" that makes them pull the trigger?



or

Here is an example of an ideal client:

36 year old woman, named Sam, she has had some real success in her business and her previous career.

She is building or growing a business now and feels stuck and unsure of what to do next or what will work for her and her business. She wants the freedom and flexibility of owning her own business but has found herself working even more hours, for less money in the business she is building than she did in a job.

She has 3 young kids that she feels she is not spending enough time with, but tells herself that once the business is flourishing she will have the time then. She is disciplined, but disorganized.

She has a virtual assistant but still struggles with what to give them to do and how to delegate. She doesn't have a written business plan, but knows she should. She loves learning, just struggles with the application of all that knowledge. She enjoys being healthy and getting outside, but hasn't found the time to make that part of her life while building her business.



She loves to travel but hasn't taken a real vacation in years. She loves to volunteer at her kid's school but can't find the time.

She is smart and dedicated. She is also sweet, giving and struggles with setting and keeping her boundaries. She is teachable, but hasn't found the right teacher.

She decides to work with us to help her set big picture goals, and figure out the steps to achieve them, one at a time. She has taken lots of courses and classes but they have led to information overwhelm and took away from her business instead of adding to it. So, she wants someone that is invested in her succeeding and building a business AND a life that she can enjoy.

Now It's Your Turn

Who is your Ideal Client?

Describe them and then name them.

If you have any questions
about this guide or need
assistance with any of our
programs, please reach out
to us at:

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