



International
Christian Momprenneur
Network™

She Builds a Business

APRIL 18-19 • VIRGINIA BEACH, VA

The Premiere Training and Networking Event for Christian Mom Entrepreneurs

My Ideal Client/Customer

The traditional marketing method of portraying the ideal customer is to identify the Target Market – a group of people who would be most likely to purchase from you. I like the more personal approach of painting a picture of a single individual you would enjoy working with or selling your product to – an illustration of your ideal client or customer.

When you accurately depict the precise person you want to work with, it becomes a lot easier to develop a relationship with her (marketing!) and to serve her (sales!). In fact, whenever I write copy for my website or deliver a teleseminar, I have a clear mental picture of my ideal client and I simply have a conversation with her. It's much easier than trying to speak with a faceless group of people in my "Target Market." I even gave her a name. (You know that woman on my website banner? That's Kristin; she's my Ideal Client!)

1. The first step in identifying who you want to work with, is to be fully aware of who you do NOT want to work with. Consider the clients or customers (or even business partners) who you have worked with in the past. Think about the gatekeepers who help you connect with end users. Focus on the ones who leave you feeling frustrated or upset. What are some of the common traits or behaviors of the people you do not enjoy working with? Perhaps they don't appreciate your work? Or they don't pay on time? Or they expect too much? Maybe they don't follow your advice? Or they don't respect your time? Explore this concept in your journal and identify the most irritating behaviors of the clients or customers you do NOT want to work with.

2. Now take some time to journal about the clients and customers you enjoy working with. Include gatekeepers and business partners as well. What is it that you like about working with them? Describe in detail the type of person you choose to interact with every day. Make it a personal relationship – give your customer a name and a history including age, marital status, education, geographic location, income level, past experiences of relevance, etc. Use what you know about your current customers to make an educated guess and then fill in the details with your imagination.



International
Christian Mompreneur
Network™

She Builds a Business

APRIL 18-19 • VIRGINIA BEACH, VA

The Premiere Training and Networking Event for Christian Mom Entrepreneurs

Use the following questions as guidelines:

How do you describe your ideal client?

Make a list of 20 Things You Know About Your Ideal Client (age, gender, religion, relationship status, hobbies, education, lifestyle, etc.)

What struggles or challenges is she/he facing?

What are your client's beliefs?

What does your client SECRETLY desire, want or need?

List 5 Mistakes Your Client is making (that you can help with).

Where does she/he shop? Eat? Relax?

What does she/he like to do in her spare time?

What does she/he read? Buy?

Who does she/he respect and admire?

Where does she/he belong – groups, organizations, clubs?

Who does she/he interact with most?

Make a list of 5 Things That Would Prevent Her/Him from Working With You or Buying Your Product.

What is the ONE thing your ideal client would do anything or pay anything to change?

Your answers to these questions will help you get inside the mind of your Ideal Client/Customer. This will help you communicate with her (through your marketing messages), develop a relationship with her (through your social media and customer service) and deliver more value (more sales!) to her. It will help you decide where to advertise and network as well as what to write or say that will have the most value to your ideal customer. It may even help you come up with new products and services to better meet the needs of your customers!

You may need to do this exercise more than once if you have different types of ideal clients (for different products or if you have a gatekeeper that purchases on behalf of an end user).