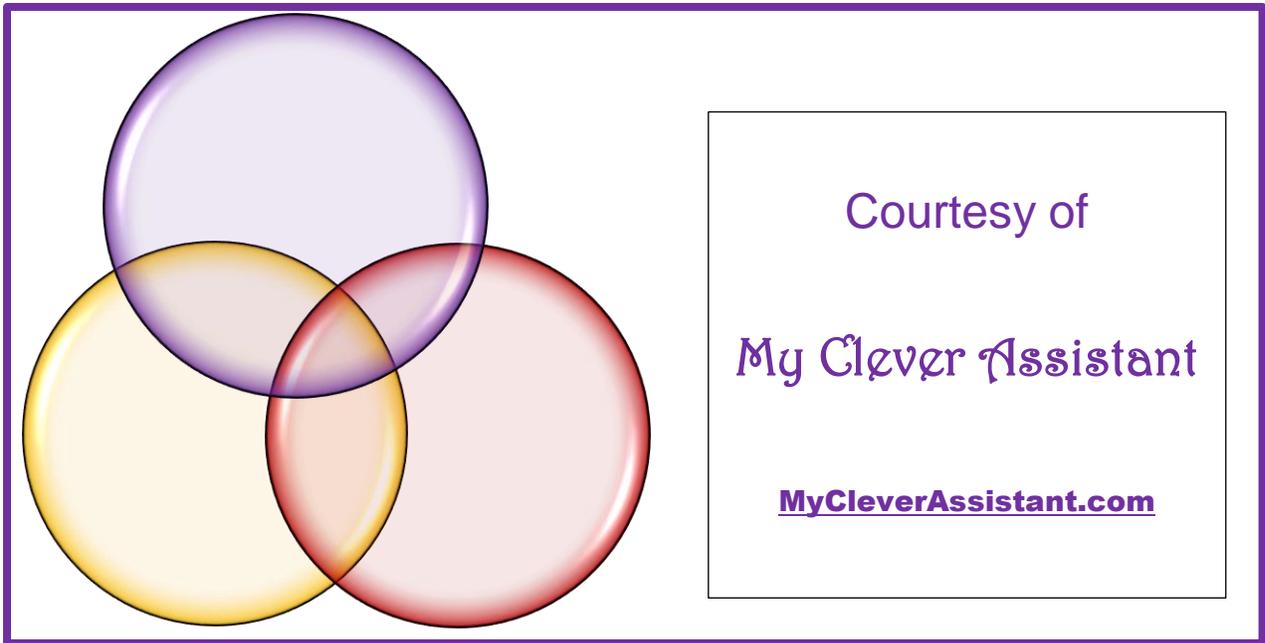


# Meet Your Ideal Client

Workbook for Small Business Owners



# MEET YOUR IDEAL CLIENT

A great place for any business to start is to determine who your products and services are going to appeal to. As a business owner, one of the most important things you should do to market your business effectively (either online or offline) is to identify who your Ideal Client is.

Many new business owners create their business in the hopes of appealing to a wide variety of businesses, in various niches or industries. They haven't considered that their messaging may not appeal to those who they really want or need to work with. Some think this shotgun or scattered approach is the quickest way to get the necessary cash to pay bills and to build a client list as well as their business. While this approach might work for you short-term, it's not a way to sustain a business for the long haul and it won't work to grow a business with long term clients who understand your worth.

Many owners of newly formed businesses haven't experienced what it's like to work with someone who is not their Ideal Client.

Your Ideal Client believes you have the best solution for the problems they face and that their needs are best handled by using your products and services. They understand your worth and they value what you do for them. They are typically loyal, and will use your services or products long term or make repeated purchases from you. They are excellent referral sources!

## Steps to Identify Your Ideal Client

This workbook will guide you to identify and learn more about your Ideal Client.

### What We'll Cover Includes:

- Getting Crystal Clear on who will VALUE what you are offering.
- Deciding who you REALLY want to work with.
  - Do you want to work with Work at Home Moms?
  - Coaches earning 6 + figure?
  - Early adopters or those who are afraid of using technology
- Defining Your Core Values.
- Learning the Importance of Knowing Your Financial Needs & Who Can/Will Pay For Your Offerings.
  - Are you targeting those who are earning a consistent income?
  - If your clients can't afford to buy what you're selling, you'll have trouble meeting your financial goals and;
  - Consistently undervaluing what you deliver will make it difficult to reach your financial goals.
- Why You Should Decide the Type of Client You Don't Want to Work With.



## **Start Learning About Your Ideal Client – Learn WHO Will Buy From You!**



**Demographics are statistical data that relates to populations and groups. They identify the characteristics of a population with descriptors such as age, gender, education level, race, ethnicities, income level, marital status, occupation, religion, etc.** It's important to consider these characteristics when you are creating your products and services, your marketing and your messaging. These are characteristics of groups of people who you could potentially influence.

Some new business owners assume online marketing will clear the way for them to serve ANYONE on the planet who has internet access. While most international brands can honestly say and prove that, most small business owners need to narrow that down to the language spoken, such as “English speaking” or to certain region(s) of the world. Some businesses’ ideal clients are concentrated in their local area, (for example, a residential realtor or mom & pop bar or deli). Their efforts on building their business should focused on potential clients in their local area.

**Where are your Ideal Clients located? What specific geographic location(s) do you want to serve?**

Think about the type of clients you currently serve and who you want to work with as you complete the worksheet on the next page.



**Start with Demographics to Learn WHO Will Buy From You!**



**What type of Business or Profession is your Ideal Client in?**

**Do your ideal clients have their own business or do they work for a business?**

**Do they have an existing or newly formed business?**

**Does your ideal client buy from your competitors? If so, why do they choose to do business with them; to buy from them?**

<b>DEMOGRAPHICS</b> (List all that Apply, List Additional under Other)	
What's their Age or Age Range?	
Where are they Located?	
Gender?	
How do they Describe Themselves?	
In a Relationship?	
Business Owner   Profession?   Occupation?	
What is their Income   Income Level or Range?	
Other:	

**Now It's Time to Learn Why They Will Buy From YOU!**



**Psychographics help you classify groups of people based on criteria such as their interests, aspirations, attitudes, etc.**



<b>PSYCHOGRAPHICS</b> <b>(List all that Apply, List Additional under Other)</b>	
What are they Passionate About?  What Really Annoys Them?	
What do they Read?	
What Keeps Them Up At Night? What's Their Pain Points?	
What do they Talk About? Who do they Follow?	
What are their Hobbies   Interests?	
Favorites? Place to Shop   Restaurants   Music   Clothing	
What Brands are they Loyal to?  Who Do They Currently Buy From? (could be your competitors)	
Where do they hang out when they are online? On Social Media?	
Other:	

Knowing the activities, interests, likes and dislikes of your ideal client is an important step to help you get closer to them, so you can learn to be a valuable resource to them.



## What Problems Do Your Products or Services Solve?

Think about your Ideal Client as you answer the questions below:

What Problems Your Products or Services Solve? (Answer all as completely as you can)
Think of their Pain Points - How can your products/services solve their problems?
How will you help them?
Can you help them get more organized? How?
Can you help them with their Mindset? Confidence? Other?
Can you teach them something they need to know to be more successful? What? How?
Can you provide them advice or suggestions to have more free time during their workday or how to make more money? What? How?
Can you provide them with a way to have more energy throughout the day?
Can you provide a way to help them with their marketing, their health, weight, fitness, relationships?



## What Are Your Core Values?

**How will you align your business with your Ideal Clients?** A simple definition of core values is: they are the central beliefs or values of an individual or an organization.

Beliefs can dictate your behavior and help you differentiate between what's right and what's wrong. Organizations can use core values as a guide for helping their employees achieve their goals and in turn, the organization's goals as well.

**An Example of Core Values are:** Passion, Environmentalism, Accountability, Creativity, Integrity.

Here are some real-life examples to illustrate how core values align with an organization's mission and their success:

**Ben & Jerry's (Ice Cream):** "We strive to minimize our negative impact on the environment."

**Coca-Cola:** "Diversity: As inclusive as our brands."

and **Google's** core values clearly align with their mission and success. Here are a few:

"It's best to do one thing really, really well."

"Fast is better than slow."

"You don't need to be at your desk to need an answer."

**Start with a list of your core values, then ask "What is most important to my business (company/organization)?"**

My Beliefs/Core Values



## **How Much Money Do You Need to Earn?**

This is a critical first step for anyone/everyone in or going into business. A Business can't stay In Business without making a profit.

At minimum, the income from your business should cover all operating costs of the business plus cover the financial necessities (housing, food, clothing, insurance, car payments, etc.) of the business owner. A business that is making a profit also provides a return on the business owner's investment.

Create a summary of ALL of your recurring expenses, starting with your monthly expenses. These items include a list of all of your personal and a list of all of your business expenses. Multiply your monthly totals by 12 to find the total of your annual expenses. Keep this information updated quarterly or at least annually.

You should determine whether your chosen client base and your offerings will provide you with the income that YOU need to at least meet, but preferably exceed your expense totals. Focus on finding those clients who will find your services and products valuable and who are probably making a profit themselves. They are the prospects who are able to buy what you are offering.

Your service or products must appeal to and be valuable to those you want to work with. Create your offerings and structure your marketing to the right prospects, your Ideal Clients.

## **What is the Income Level of the Clients You Want To Work With?**

If you are able to provide services only on a 1 to 1 basis, there will be a limited number of clients that you can serve. You'll need to determine whether providing your services, at a particular price, to a fixed number of clients will result in enough income for your business and for you, the business owner.

If your service and products are exceptional and appealing but you are undervaluing what you deliver, you may have a hard time meeting your financial goals. If you have underpriced your offerings, you have basically created a JOB for yourself. One where you will continuously work harder but you will not get further ahead – you won't get to the next level financially.

The level of income your clients are earning themselves will be key to getting a better understanding of what they can or should be able to afford and the quality of the service and products they expect for what your offerings are priced at.



## **What Types of Clients You Don't Want to Work With?**

Knowing the types of clients you choose NOT to work with is as important as knowing who you DO want to work with. This is usually overlooked by many new business owners because there is an urgency to get a client, any client, as quickly as possible to start their cash flow so they can pay their bills.

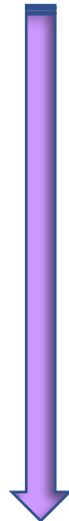
Working with the wrong type of client can actually cost you time, money and sometimes your sanity, if you let it. If there are attitudes and behaviors that you can pinpoint as those you don't work well with, it's best to consider that when you are talking to your prospects. This doesn't mean that you are a difficult person to work with-- it just means they may not be the right fit for you or that you won't be the right fit working with them.

The big lesson here is this: if you sell to and work with only those people that you want to be around, that you like, that you care about emotionally, and with those who value you and what you offer, you'll find it provides a much better business model to work with.

Passing on prospects who are not right for you will keep the space open for those who ARE!

After you have completed this workbook, start drafting a paragraph or two about who your Ideal Client is. Knowing your Ideal Client well will help you with your messaging and your marketing.

**Some example sentences to get you started are on the following page.**



**Example:**

*My Ideal Client is a female [gender], health and fitness coach [profession] who is located in the South Florida and Southern California [geographic area(s)]. She is college educated [education level], and is currently making a high 5 to 6 figure income [income level]. She maintains her life balance with practicing yoga and with meditation [interests]. She describes herself as heart-centered and delivers focused coaching to help her clients manage a variety of fitness challenges [how she sees herself]. Her biggest challenge is providing a high level of care and coaching, while having enough time as possible to be with her family and to enjoy her life. [Pain Point – Need].*

**Do You Have a Clear Picture of Your Ideal Client Now?**

Can you go from this?	To This?
	