

How to Identify Your Ideal Client or Audience



Identifying your ideal client and/or audience is essential to success. If you are a blogger, podcaster or have authored a non-fiction book, you may have noticed that your ideal reader or listener is basically the same person as the ideal clients you work with in your role as a coach, consultant or practitioner.

Getting into the “skin” of that person will help you understand their pain points and identify why you are the best person to help them solve their problems. Do you know who that person is for you? Can you describe them? Do you know what keeps them up at night?

Once you know who your ideal client or audience is, you are in a much better position to articulate how you can help them achieve the outcome they have been searching for.

The best place to start is by creating an avatar for your ideal client or audience. Identify one person and speak directly to them in all of your communication. Sure, there will be other readers, listeners and clients, but speaking directly to “someone” fosters relationship and makes it personal. You have probably heard this quote before: “People won’t care how much you know until they know how much you care.” It’s more difficult to show how much you care if you don’t even know who your ideal client or audience is.

The following template will help you create an avatar for your ideal client or audience, helping you serve who you are meant to serve along your journey. Life is always evolving and we change over time, so you may want to do this exercise from time to time. Be as specific as you can and feel free to use extra paper to elaborate on your answers.

Ideal Client or Audience Avatar Template

Who are you doing this for? (What is your purpose or goal?)

Who are they? (Visualize this specific person in detail)

How much are they like you? (We often choose subjects that interest us.)

What are they like?

Male or female?

How old are they?

What is their family and social situation?

Where do they live? (Describe their environment.)

Give them a name, face, description and describe what they are like in detail

What are their hopes and fears?

What are their problems, issues and concerns?

What are they passionate about?

What motivates them?

What do they crave?

What is their pain or problem? (If they are not happy, there is some pain: physical, emotional, fear, overwhelm, etc.)

What are they afraid of?

What do they want help with?

What can you do for them?

How will they be different after consuming your content or working with you?

Are they easy to find and connect with?

Are they willing to work toward the outcome they seek?

Are they motivated to invest in themselves (time, energy, resources or money)?

Additional thoughts: