



## Defining Your Optimal Client

### Step 1: Current Clients

Who are your current clients and why do they work with you?

What are the common characteristics of your current clients?

What are the common interests of your current clients?

Which types of clients work with you long term?

**Action Step:** Re-engage previous clients or offer new programming to current clients.

### Step 2: Check out your peers.

Who are the target markets of your peers?

What are the characteristics and interests of your peers' clients?

What niche are they overlooking that you can fulfill?

**Action Step:** Define your niche.

### Step 3: Get curious about your service

What services do you offer?

What are the features of each of those services? What benefit or value does each of those features provide?

Make a list of people who have a need for that benefit or value.

Describe a potential client *before* they utilize your service.

Describe a potential client *after* they utilize your service.

**Action Step:** Conduct [market research](#).

#### **Step 4: Choose a specific demographic and create a marketing plan.**

Think about the people who are most likely to pay for your services. Define the following demographic factors:

- Age
- Location
- Gender
- Income level
- Education level
- Occupation
- Marital or family status
- Ethnic background

Define the following psychographic factors:

- Values
- Personality
- Attitudes
- Lifestyles
- Behavior
- Interests/hobbies

How will your service fit into the lifestyle of your client?

How and when will this person utilize your services?

What media outlets, news sources, or events does your audience engage with?

**Action Step:** Learn to think like your client.