

Marketing from the Inside Out™
Clarify Your Ideal Client
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This exercise is designed to be done periodically as your business evolves. Each time you perform it, you will gain clarity on your ideal client. This will enable you to target and refine your marketing efforts, resulting in more effective and compelling communications.

STEPS

A. Write your business vision, a statement of why you started your business.

- a. *Example: In 1980 I realized that the best way for me to make my contribution to the world would be by helping people committed to making a difference become confident and successful business owners.*

B. List ten of your favorite clients

- a. If you are new to business, list people who you have provided products or services to before you charged, or from a different profession.

C. List the qualities you most appreciate about each client.

- a. Take the time to really capture the essence of what makes each one unique.
- b. You are looking for the distinctive characteristics that reflect their nature and get your attention. For example, they are trustworthy, have a sense of humor, are generous, and love pets.
- c. *Examples:*
 1. *Joe – loves the dynamics of business, appreciates my work, is respectful of his employees, committed to educating others about ways they can be more environmentally aware, and is fiscally responsible.*
 2. *Suzie - Very, very creative, appreciates my work, trusts that everything will work out regardless of how messy things look, knows her mind, speaks honestly, and loves to laugh.*
 3. *Butch – Committed to family and community, musical, writes very well, great problem solver, loves the dynamic of business, and is able to build anything.*
 4. *Bunny – Tenacious advocate for her cause, confident others want what she does, frugal, competent speaker and enjoys collaborative ventures, appreciates my work.*

5. *Ted – Handles complex communications effortlessly, long-term business owner who wants a revamp, views his work as a way to create social change, highly disciplined, passionate about life, and physically strong*
6. *Kitty – Compassionate with all people, great listener, takes really good care of herself, highly educated and very articulate.*
7. *Alan – Views work as an extension of his spiritual practices, approaches challenges as opportunities, appreciates lively conversations, and love the outdoors*
8. *Fred – Introvert, enjoys reading and cooking, committed to family, highly accomplished writer and speaker, and feels confident what he is communicating will improve lives.*
9. *Jan – Free spirit, new to business, very excited about the potential, lots of good ideas, and is a great listener.*
10. *Betty – Established business owner, very well connected and respected locally, financially solid, work reflects her desire to give back to her community.*

D. Review the entire list and highlight the qualities you most want in your clientele.

a. *Examples:*

- i. *Loves the dynamics of business*
- ii. *Appreciates my work*
- iii. *Committed to educating the ways to be more environmentally aware*
- iv. *Trusts everything will work out regardless of how messy things look*
- v. *Tenacious advocate for her cause*
- vi. *Loves collaborative ventures*
- vii. *Views work as a way to create social change*
- viii. *Compassionate*
- ix. *Views work as an extension of spiritual practices*
- x. *Confident in wisdom*
- xi. *Approaches challenges as opportunities*
- xii. *Confident work will improve lives*
- xiii. *Work reflects desire to give back to community*

E. Write a description of your ideal client.

a. Example:

My ideal client is a wise, compassionate person who loves their work and knows it makes a difference to their clients and their community. They love the dynamics of business. They are growing in their confidence and are enthusiastic about communicating what their wisdom to others. They embrace life and trust that they can find opportunity in whatever life presents. In addition they appreciate my work and me.

F. Add pragmatic elements such as their geographic location, age range, type of business, personal interests like wine or travel.

a. Examples:

- i. Established business owners*
- ii. Sonoma County residents*
- iii. Financially stable*