



## Steps to Create Your Ideal Client Profile:

Spend some time thinking about the type of people you want to help. Usually, you start by wanting to help people who are one of the following:

1. You, a few years ago.
2. A friend or family member that you know needs your help.

By now, you've been able to help at least one person. Think about this experience and then list all of the things, experiences, AHA moments that you enjoy about working with this one person.

1. What did you really enjoy working with them on or through?
2. What did you help them with that you really enjoyed?
3. How did you transform their life?

Now that you've done some reflective thinking, think of some people who you believe would be an ideal client. This may be a friend or work colleague. Invite him or her for coffee, your treat. This is important you need to pay the bill as they are helping you.

Ask them the following questions as they relate to what you do.

You can bring this sheet with you to your meeting and fill it out with them:

What is it that keeps you up at night regarding your \_\_\_\_\_?

What is the biggest struggle you encounter on a daily basis regarding your \_\_\_\_\_?

What is the biggest obstacle you deal with?

What is the one goal around your \_\_\_\_\_ that seems unattainable?

If you could learn how to do one thing to fix this, what would that be?

What is the biggest improvement you'd like to make in your situation?

What would you do anything and pay (relatively) anything to solve/get rid of/achieve/improve/increase?

What result or breakthrough would make you happy?

## Narrow Down Your Target Market:

Now that you've thought generally about your Ideal Client, you are going to narrow your first target audience down further.

This is sometimes referred to as your Bullseye Target. Don't be alarmed, you're going to start with this market. You may choose to add more later, but start with one. Get it as narrow as you can. Even Walmart has a narrow target market and they sell everything.

Here's the most important point here, if you market to everyone, you'll sell to no one. Create your own Ideal Client Profile Based on what you've gathered so far, create a client profile that will make ideal prospects say, "Yes! That's me you're talking about! How do you know me so well? I want to work with you."

Now create yours to use on your website, in networking meetings, to send to prospects and as the basis for all your marketing going forward.

- 1) Who they are:
- 2) What their issues, struggles or obstacles tend to be:
- 3) What they need to do most right now to change their situation (not "work with me", but what steps they need to take):

Here are some suggestions for common traits in all your ideal clients:

1. Clients who get that working with you is essential
2. Clients who can easily be identified and contacted
3. Clients that will happily pay you, without negotiating
4. Clients who get great results from working with you
5. Clients who will tell others about you and refer clients over and over

Create your Ideal Client Profile. Be specific and add in details.

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