



IDEAL CLIENT WORKSHEET

Why is an ideal client important?

When you are speaking to everyone you are speaking to no one. The more specific you can become the better successful you will become in creating a brand and website that is successful.

For example: Think of Lexus and Honda. Consider who they are speaking to...the both may be speaking to families but their demographics are dissimilar. The look and feel of their brand and marketing is very different.



Narrowing down your ideal client will propel your brand, website, voice, message, etc... to go in one direction or another. So being as specific as possible will help with design and brand that is custom to you!

Who is your ideal client?

First, thing I have every client do is tell me about your dream client. If you could pick one person you would want to work with over and over again, who would it be?

Again, be as specific as possible. Imagine that person in your head. OK, do you have that visual image? Now fill out this form.



CREATING YOUR IDEAL CLIENT PROFILE

What does he/she look like?

Married? Kids? Career?

(It's ok to generalize here)

A large white rectangular box, likely intended for handwritten notes or a checklist related to the first set of questions.

What is their lifestyle like? Where else
do they shop? What car do they drive?
Do they travel? Are they frugal or do they like high-
end items?

A large white rectangular box, likely intended for handwritten notes or a checklist related to the second set of questions.

CREATING YOUR IDEAL CLIENT PROFILE

What are they passionate about?

What matter is close to their heart? What problem are they trying to solve?



What is their style like? What kind of clothes do they buy? Are they elegant or playful? Are they classic or boho chic?



CREATING YOUR IDEAL CLIENT PROFILE

Why are they connecting to you?
What problem are you helping them solve?
Why are they hiring you over a competitor?

Any other notes you can add...

CREATING YOUR IDEAL CLIENT PROFILE

After you go through all your notes. I suggest you put it all together and create your ideal client description. You will have it as a valuable reference going forward.

like this



She's busy but enjoys her time at home most of all

She is a busy mom that puts her family first. She spends her time giving back to her community. She belongs to the local church and helps organize the Thanksgiving food drive. She helps out in her kids school, and is busy driving them to soccer and dance practices.

Her kids health are on the forefront of her mind. She buys organic, shops at local farmers markets, and keeps reusable bags in the back of her car.

She is willing to spend her money on some luxury items. Her and her husband recently completed a kitchen renovation. She enjoys shopping at local boutiques for hand crafted items that will make her home feel beautiful. In addition, she's an expert online shopper for clothing and household items.

Although she is constantly on the run, her home is her sanctuary. Thanksgiving is her favorite holiday when she can gather her family all together. She cherishes making everyone feel welcome and at peace in her home.

CREATING YOUR IDEAL CLIENT PROFILE

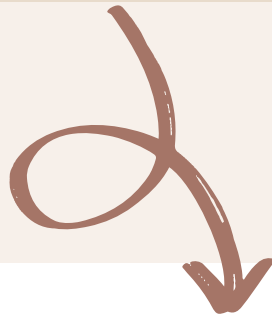
Now your turn



CREATING YOUR IDEAL CLIENT PROFILE

Now pull together some
visuals to represent your
ideal client.

like this



CREATING YOUR IDEAL CLIENT PROFILE

Now your turn



YOUR BUSINESS

Now let's dive into your business and how your ideal client ties in.

Who are you?
What is your
why?

Describe your
business to your
ideal client

Describe how
you can solve
their problem.

List three main
questions you
may receive
from your ideal
client?

What can you
use to
connect with
your ideal client?

YOUR WHY

Using the information on the previous page, write down your why. Then keep trying to expand on it.

for example

I take pictures of newborns.

why

I take pictures of newborns so families can capture the moment.

why

I take pictures of newborns so families can capture the moment and relive them with their children and grandchildren for years to come

The point is to keep digging deeper and deeper so your business and your ideal client work well together.

your turn



keep going....

Use this space below to write any challenges you face securing your ideal client.

YOU MADE IT!