

JACQUELINE ANNE

IDENTIFYING YOUR ICA + REFINING YOUR UX

What is an ICA and UX?

Your ICA or Ideal Client Avatar is going to act as the cornerstone for your business branding. You're going to want to market directly to that type of individual through use of language, aesthetic and imagery.

The following exercise will help you to clearly identify who you want a client, what projects you want to focus on and how you're going to be able to tailor your business to attract them.

Your UX is the User Experience, or to put it another way, your Client Experience. We'll take a deep dive into your current customer journey and explore what you can do to take it to the next level.



No.1

ICA

An ICA profile is an in-depth exploration of who he/she/they are. We'll create a two-step process to fully outline them, including personality traits and how the client experience looks from their point of view.

CREATING THEIR PROFILE

Name:

Age:

Where are they from/Where do they live:

What designers do they wear:

What shows do they watch:

What does their house look like:

What car do they drive:

Where do they travel:

What is their family like:

What is their background/personal history like:

How would you describe their style:



No.2

Walk through their Client Experience

How do they find you?

Where do they go to learn about weddings?

Where are they getting their inspiration from?

What kind of communication do they prefer?

What do they want to see on social media and website?



No.3

Up-levelling the Client Experience

Aim:

To really stand out from the crowd and offer a unique, once in a lifetime experience.

I suggest creating pockets of “luxury” mini events throughout the duration of the your client experience.

Welcome Gifts

Handwritten thank you cards

Regular Catch Ups

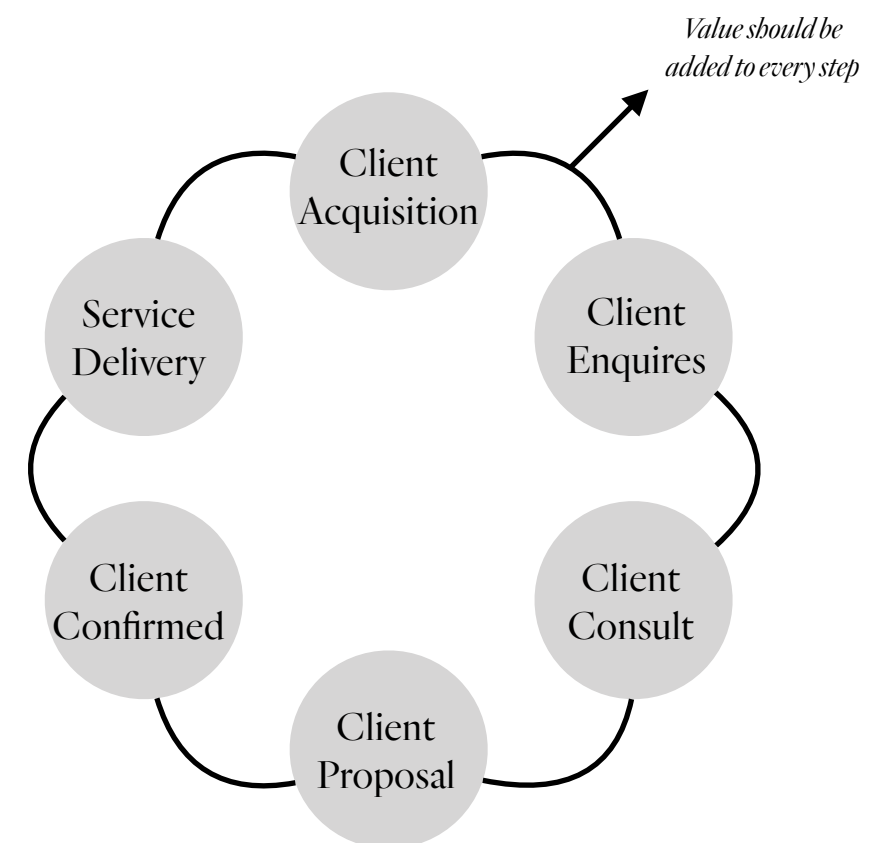
Hints and Tips on going



No.4

Identifying Your Client Experience

Your client experience will likely be the things that differentiates you from the rest of the crowd so give some thought into your current process and how you can add value to each step of that customer journey. Try to identify spots where you can go above and beyond at every touchpoint.





No.5

Thinking Big

In order to harness all of this creative goodness and deliver something that is exceptional to our clients, I find that the experience is what resonates most with these individuals.

By creating “custom” moments - ie. a personalized quote, a unique consultation, a thank you note - you can ensure that they remember the way you made them feel.

It's a great exercise here to look back at your long term goals, and consider if this type of service will align with the business you want to run in the future.



No.6

Resources for Creatives

“Big Magic” - Elizabeth Gilbert

“Stories that Stick” - Kindra Hall

“Play it Brave” - D’Arcy Benincosa

“Mistakes Make Magic” - Catherine Guidry

“The Tony Robbins Podcast” - Tony Robbins

“The School of Greatness” - Lewis Howes

“Online Marketing Made Easy” - Amy Porterfield

“Building a StoryBrand” - Donald Miller