

# THREE TIPS ON FINDING YOUR IDEAL CLIENT

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# 01. / *Figure out a few key things your ideal client will love:*



## *Step One:*

Start with listing out things that you love, that fill you with joy, and give you a zeal for life.

## *Step Two:*

Then imagine the most ideal client you could work with, what things will they love? What fills their cup? What do they see as their purpose in life?

*For example, my ideal client loves Jesus, long conversations, photographs that are filled with emotion, rich deep colors and contrast, things with a vintage/timeless flare, and all things outdoors (mountains, flowers, sunsets, etc).*

# *Share the things your ideal client will be attracted to:* / 02.

## *Step One:*

On your website, mention the things you love (that your ideal client loves too). Add a few things to your home page, your about page, and your wedding page.

## *Step Two:*

Share the things your ideal client will love on social media. Highlight the colors you want to photograph, share about the hobbies, and dreams you and your ideal client has.



*For example, right on my home page I say that I am obsessed with all things good, true, and beautiful, especially mountains, sunsets, Chick-fil-a, and of course weddings.*



## 03. / *Ask questions in your contact form:*



Ask questions in your initial contact form & follow up email to any inquiry that allows you to get to know the person a little more and see if you share a love and passion for similar things. This allows you to see if you are a good fit!

*For example, on my contact form, I ask them to share a bit about their vision for their wedding day and in my follow up email to an inquiry, I ask them more specific questions about their love story and wedding day priorities.*

### *IN SUMMARY:*

Your ideal client is going to love you and feel a connection to you because you love the same things and have the same values in life. This will make working together an amazing experience for BOTH of you.

Because of this strong personal connection, it is vital to share who you are and what you love on your website & social media so that your ideal clients can find you, feel connected to you, and then desire to work with you.

Ultimately, this means you will love what you do even more because you love who you work with, plus you'll make a whole lot of new friends along the way.

