

THE DREAM CLIENT CLARITY WORKBOOK

# ATTRACTING CLIENTS WHO *truly* FIT YOUR VISION





## INTRODUCTION

# WELCOME

You've probably heard it before: "You need to know your ideal client." And sure, that makes sense. But a lot of business owners define their ideal client after they've already shaped their business around the clients they just happen to attract. They adjust their messaging, pricing, and even their offers to fit those people, whether they're actually the right fit or not.

I've done it myself — and it left me feeling stuck in a business that didn't truly align with the life I wanted. The problem? I was choosing my clients before choosing me. Before thinking about the way I wanted to work, the kind of projects that excited me, and the impact I wanted to make.

That's where this workbook comes in. We're flipping the process around — starting with you first, then defining the clients who naturally fit into that vision. Because when your business is aligned with the life you want, marketing becomes easier, your brand message becomes clearer and you start attracting clients who actually feel like YOUR clients.

*Michaela*

# WHY KNOWING YOUR *ideal* CLIENT MATTERS

WHEN YOU TRY TO ATTRACT EVERYONE, YOU'LL  
END UP CONNECTING WITH NO ONE

Giving your ideal client a name, a personality, even a backstory makes everything easier — your marketing, your branding, your offers. Because when you're speaking to one person, your message becomes clear. When you deeply understand the people you want to attract, you can:

- Create messaging that speaks directly to them, so they feel seen and understood
- Build trust because they recognize themselves in your words, your visuals, and your offers
- Avoid wasting time on misaligned clients who don't truly value what you bring to the table
- Structure your business in a way that supports both them and you



## WHY DEMOGRAPHICS?

A lot of people rely heavily only on demographics to identify their ideal clients, but really they aren't even close to as important as psychographics, which we cover in the next paragraph. But demographics help. Knowing general details about your ideal client (age, location, profession, industry) helps you understand the market segment they belong to and where to find them. It's especially useful when it comes to targeted marketing, setting up ad campaigns, or refining your messaging to fit your ideal clients' world.

## WHY PSYCHOGRAPHICS?

This is where things get interesting. Psychographics go deeper than surface-level facts. They help you understand why people make decisions, what they truly want, and what drives them. This is the key to creating a brand that emotionally resonates with the right people. **Your ideal client's values, struggles and aspirations inform everything: your website copy, marketing, content strategy, brand voice and even your visual identity.**

When you understand who your people are beyond the numbers, you can create a brand experience that feels like it was made just for them.





# HOW *to* USE THE WORKBOOK

GRAB A CUP OF COFFEE OR TEA, MAYBE PAIR UP WITH A PARTNER WHO KNOWS YOU AND YOUR WORK WELL, AND LET'S GET STARTED!

Over the next chapters you'll be defining your ideal client, you'll be creating a fictional person that aligns with you and the work you want to put out into the world. Chances are though, that it isn't quite as straight forward. Maybe you have two core offerings, maybe you have different levels in your service.

If it feels too hard to define one person as your ideal client because of this, build 2-3 different ones. Ask yourself the same questions about each of them and answer them in detail. And once you have reached step 4, pull it all together. Look at the fictional clients you have created and ask yourself what they have in common.

From there you can create your one ideal client persona while keeping their differing demographics in the back of your mind for your marketing targets.

# 1/ YOUR *ideal* CLIENT & THE LIFE YOU WANT

**REFLECTION PROMPT** Before we define your ideal clients, let's define you. **What kind of work excites you the most? What kind of business do you want to run? How do you want your business to fit into your life?** Try to picture your ideal vision while reflecting on these questions.

What type of work do you LOVE doing? What drains you?

How does your business fit into your ideal lifestyle?  
(working hours, communication style, pricing, business model)

What are your biggest values in business? What do you stand for?

Your results will serve as the base for the next chapters. Your ideal clients will naturally align with the answers above. If your business is built around the wrong people, it won't support the life you want.

## 2/ WHO ARE YOUR IDEAL CLIENTS – *the* DEMOGRAPHICS

**HOW TO IDENTIFY YOUR IDEAL CLIENT'S DEMOGRAPHICS** You might be wondering: How am I supposed to know these things? If you've never intentionally thought about your ideal client's demographics before, here are a few ways to start piecing it together.

**1. Look at Your Favorite Clients** (If You've Had Any) – Think about past clients you loved working with; ones who valued your work, paid you well, and made the process enjoyable. What common traits do they share? Note down the following:

Their industry or profession

Age range or life stage

Where they live (city, suburbs, remote work, etc.)

Business type (if relevant)

**2. Research Your Industry's Typical Audience** – If you're newer or want to shift your client base, start re-searching who typically invests in services/products like yours. A little market research (even just scrolling social media or checking out competitors' audiences) can give you useful insights.

**3. Look at Your Business Goals** – Demographics aren't just about who can buy from you, it's about who fits into the business and lifestyle you want. Ask yourself: Do I enjoy working with people in this niche or industry? Will this audience allow me to work the way I want? By getting clear on these details, you'll have a solid foundation for your ideal client profile.



# 3/ WHAT *drives* THEM – THE PSYCHOGRAPHICS

HERE IS WHERE THINGS GET INTERESTING Your ideal client isn't just a buyer — they're a person with emotions, struggles, and aspirations. The more you understand them, the more naturally you'll attract them.

WHAT DO THEY WANT

What are their biggest goals related to what you offer?  
What would their ideal solution look like? What are they hoping to feel after working with you?

THEIR STRUGGLES

What's frustrating them right now? What's holding them back from solving their problem? Why hasn't another solution worked for them before?

THEIR VALUES

What matters most to them? (quality, sustainability, ease, aesthetics, etc) What do they not resonate with? (low quality, cookie cutter solutions, etc)



# 4/ HOW *to* SPEAK TO AND ATTRACT THEM

**NEXT STEPS** Now that you know your ideal client, let's align your brand and messaging to draw them in effortlessly. The key here is to truly understand them, so that when they come across your brand, it feels like a perfect fit.

**What words/phrases would they use to describe their struggles and desires?** Pay attention to how they talk about their challenges, not just how **you** would describe them. The more your messaging mirrors their own language, the more it will resonate.

**How do you want them to feel when they interact with your brand?** Your visuals, tone, and messaging should evoke the right emotions, whether that's confidence, calm, inspiration, excitement, relief, or trust.

HOW THEY SPEAK

THEIR FEELINGS

# 4/ HOW *to* SPEAK TO AND ATTRACT THEM

THEIR ONLINE HABITS

**Where do they spend time online?** Knowing this helps you focus your efforts. Are they on Instagram, LinkedIn, in Facebook groups, or reading blogs? Show up where they already are.

WHAT RESONATES

**What kind of content would resonate with them most?** Do they connect with personal stories, educational content, behind-the-scenes insights, transformation case studies? Is the content more matter of fact or more emotional?

ELIMINATING FRICTION

**How can you make it easy for them to say yes to working with you?** What are unnecessary barriers between them and you that you could potentially eliminate?

# 5/ BUILD A BRAND *that* TRULY SPEAKS TO THEM

Your brand should act as a magnet, attracting the right people and repelling the wrong ones. To do this effectively, your messaging, visuals, and overall presence need to reflect what makes you **you** — and what will resonate most with your ideal clients.

## THE LANGUAGE YOU USE

Does it sound like you? Does it feel approachable, elevated, bold, or something else? Does it appeal to your ideal clients? Think about your overall tone of voice as well as specific phrases and words you use all the time (and language you avoid!). **Don't worry about sounding "professional", instead focus on sounding authentic in a way that connects to your ideal client.**

## YOUR VISUALS

Your colors, fonts, and imagery all create a feeling. Do they reflect the tone, style, and quality that resonates with your ideal client? Does your ideal client feel at home when they enter your website?

## YOUR CONTENT

Are you sharing insights, stories, and perspectives that align with your vision and values?  
Are you addressing the problems your ideal clients need help solving? What value is your content bringing to them? Does your portfolio match what your dream client is looking for?

Note that when you start adjusting your brand presence to align with your ideal client, it may take a while before you see results. Your current audience may not overlap with your ideal audience, so it's only natural that there can be a dip in engagement and you may need to intensify your marketing efforts for some time. Once you have started to reach your ideal audience, things will start to fall into place. The goal is consistency — not just in aesthetics, but in message and experience. **When your brand is built from the inside out, you naturally connect with the people who resonate with your work.**



# YOU'RE READY FOR THIS

Building a brand that truly reflects you isn't about following trends or ticking boxes really, it's about creating something that feels right, that aligns with your vision and that brings in the people who truly value your work. This process takes time, but trust that the effort is worth it. When you show up with clarity and confidence, the right people will take notice.

*Michaela*

