



Who is your Ideal Client?

If you don't have an ideal client in mind when you write your marketing materials, who will you speak to? If you can't visualize that person who you just love to work with, how will your readers hear your passion and excitement? You won't 'get' to anyone if you are speaking to generic 'everyone'; it falls flat and everyone will quickly lose interest. But, if you imagine your ideal client reading your marketing materials (letter, website text, etc), or listening to your message in conversation, then your passion and excitement will come out in your words.

When you think of Starbucks, what comes to mind? What about McDonalds? What about Nordstrom's? They know who their ideal clients are and they are very specific about the product or service they offer. This is niche marketing and an example of knowing who your ideal client is and narrowing it down.

Why is this important?

Niche marketing can be extremely cost-effective. For instance, imagine you offer a product or service that's just right for a select demographic or ethnic group in your area. Narrowing down exactly who your market is can help you just advertise in the media types that your target market takes part in.

Just because you pick a specific, narrow target clientele to work with does NOT mean that if someone outside of that niche calls you that you can't see them! You have actually achieved great success when this happens! By knowing what qualities in a client you enjoy the most, you will find working with them the most rewarding, and thus you begin to attract those clients, who will likewise feel fulfilled working with you.

Before you can really spend time on marketing materials, you must determine what you want to do, where you want to go, and who you want to work with. Address the questions and issues below to help you narrow down your ideal client and discover how to find them.

How this helps increase your success is that you will be marketing TO someone who will hear your words as if they were hitting him/her in the heart, and because you are passionate about that particular 'ideal' client, they will also hear your passion, which will attract them further to find out more.



Who do you most enjoy working with?

Think of all the past clients, customers or patients you have ever seen and allow yourself to imagine. Now, imagine that person sitting across from you.

For the rest of this section, pretend that ideal person is sitting across from you and answer these questions and share on the Ideal Client Forum:

- 1. Is that person male or female?**
- 2. How old are they?** They could be a toddler. In that case, you'll likely be dealing with the mother. Maybe a teen girl or a college-aged athletic boy. Perhaps a mom – pregnant, nursing, new mom, working mom, stay-at home mom. A professional woman or a professional man. Male executive issues are different than female executive issues, as is how you work with each. Or maybe senior citizens; healthy and want to remain that way? Just diagnosed with a particular disease? Chronically-ill elderly? Perhaps you like to work with a particular disease state. However, even if you prefer to work with people with diabetes, there is still a particular age or type of diabetes you like best to work with. Or maybe you prefer to work with older people who want to improve their fitness level for a new sport. This is very different than working with 20-something males!
- 3. What are their issues?** When a potential client calls you for the first time, there will be things they will NOT say. A professional woman who has 60 pounds to lose may not tell you that although she's very successful in her business, she does not FEEL successful in her life... because of the weight. You have to KNOW this. These are the 'issues' we are talking about here. When a potential client calls to tell you they have just been diagnosed with cancer and would like to improve their diet, they may not tell you that their mother died of the same disease. Their issue: fear of dying. You have to know that. If someone calls to tell you their doctor told them they had to see you, that does NOT guarantee they will make an appointment with you. You have to show them you understand their 'issues'. And just because they come for an initial appointment does not mean they'll come back!
- 4. Are they internally-motivated or externally-motivated?** Is the person someone who can take information or direction and run with it, or must you take them by the hand and lead them the way? Either is fine, but which do you enjoy working with?
- 5. How are they dressed, etc?** When they walk into your office, what are they wearing? How do they act? Do they act like they're glad to be there, or that they would rather be somewhere else?
- 6. What are their qualities, characteristics and attributes?** You need to know exactly who you're speaking to. Match their style. If they are very slow and deliberate and serious, they will feel overwhelmed if you are fast-paced and frivolous. What is the expression on their face? What makes them such a pleasure for you to do business with them? Perhaps they are always courteous, or always compliant, or send new referrals your way often. The more specific you can be the better.



7. **Who do they turn to for answers or to talk things over with?** How open are they? Are they family-oriented? Or are they loners? What type of person you are looking to work with in this regard, or does it matter? Think it through by considering the people you spend time with.
8. **What do they do for a living?** What is their profession, educational background, income level?
9. **What other professional services do they buy?** Understanding what they value enough to put their money into will help you determine how to word your marketing materials.
10. **Where do they live?** Are they local? National? International? How will you communicate with them? What is their preference? What languages do they speak? These answers will help you determine how to reach them. Naturally if you see clients in person, your marketing will be very different than if you are going to work with people in other countries.
11. **How will they find you?** Always, always ask people when they contact you. This is the only way you will know for sure what's working and what isn't. This will be most important as you put your marketing plan together. It's important to understand the most effective way to communicate with your ideal client. If your clients are all busy professionals who have no time for the internet, you may never reach them with online networking, electronic newsletters, email and website copy. However, attending business meetings and mixers may be the perfect way to meet them. Just a little bit of research will quickly tell you how best to find and communicate with your ideal clients.

Where do you expect to find your ideal clients? Write down all possible ideas and share this conversation on the Ideal Client Forum.

What makes that ideal client tick?

Often the things that are most important in our lives are the things that go unsaid in a conversation. Those are our core values. They are the things that drive us to get up and get moving every day. We may or may not reach our goals but we always live in accordance with our core values. So, if we really want to be effective in our business, we need to recognize the core values of our clients. This will be the key to effective marketing as you grow your practice! This is not EASY! Most of us have no clue what makes our clients click! But, if you want to get them knocking on your door, you have to really determine what those answers are. To help, go back to that person sitting on the other side of your desk from you. Who do you want to see and what do you want to do for them? So, look at your ideal client and ask him/her these questions:

Why do you get out of bed in the morning?

What is most important in your life?

Who is most important in your life?



What do you really love about your life?

What do you most want to accomplish before leaving this world?

What you may start to notice is that you are likely to attract clients who have values similar to yours, so if you can answer these questions for yourself, see if these answers would apply to your ideal client, too. [Share what comes up for you from these questions on the Ideal Client Forum.](#)

Other questions to consider

What is the nature of their relationship with you? (transactional, long-time customer, acquaintance, friend, refers others to you, etc.) Will these be short-term clients or long-term? Do you hope to develop a relationship with them, or just help them achieve a particular goal?

What do they like most about you and your business, products and services? This is where you will have to start asking people, which will come in the next exercise. Surveys will also be a topic for a future Action Plan email, but if you could ask your ideal client this question, what would he/she say?

What do you get from them (besides payment)? Again, this has to be a population you love to work with, so answer this question so you are clear how this population energizes you.

Understanding your ideal client is a critical part of your success. Once you know this, you are then able to effectively craft your marketing materials that will attract those people to you. You are responsible for telling your clients how you are going to help them meet a need or fix a problem. You have to know your ideal client better than that person knows him/herself.