



# 5 SIMPLE STEPS – HOW TO DEFINE YOUR IDEAL CLIENT

STEP 1

STEP 2

STEP 3

STEP 4

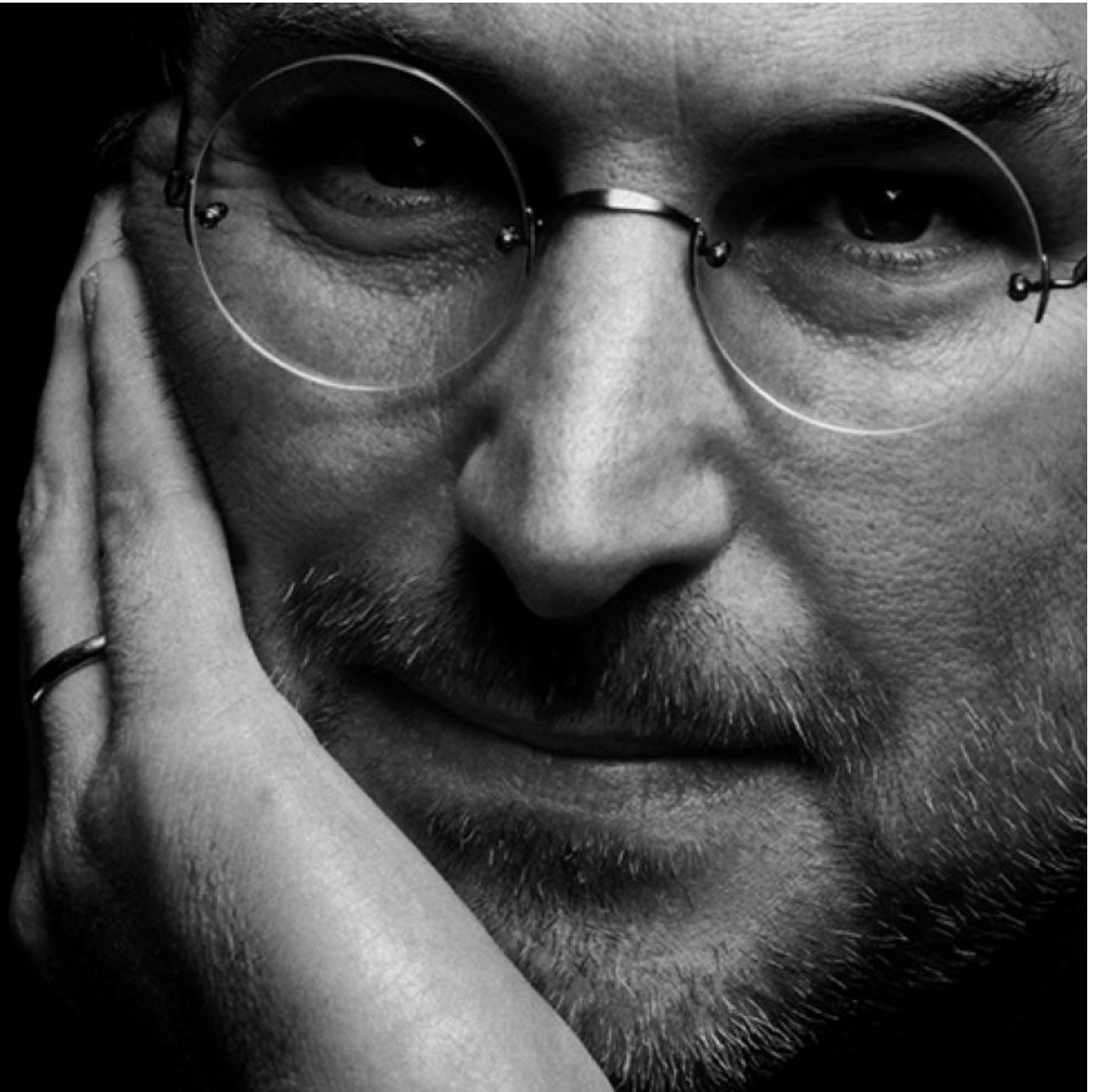
STEP 5

*“You can’t be all things to all people.  
It’s ok to be polarising. It’s time to develop  
a deep empathy for your audience  
and stay connected.”*

CHRISTINE MAXWELL - YOUR BRAND COACH

*“Your brand is created  
out of customer contact and the experience  
your customers have of you”*

**A brand is not  
so much about  
rational arguments,  
but the way that the  
company resonates  
with people  
emotionally.**



**WHAT DO YOUR  
AUDIENCE  
EXPERIENCE  
?**

**HOW DOES YOUR  
AUDIENCE  
BEHAVE  
?**

## UNDERSTANDING YOUR AUDIENCE



LETS GET  
SPECIFIC  
AND  
IDENTIFY  
YOUR IDEAL  
CLIENT

*Before we begin, what do you already know about your ideal clients?*  
The secret to making all your branding and marketing efforts easy, is to focus on ONE person. Being able to isolate your ideal client is more important than being able to explain what you do.

SEGMENTS

ATTITUDES

BELIEFS

VALUES

BEHAVIOURS

# YOUR IDEAL CLIENT

OUTER QUALITIES (DEMOGRAPHICS)

Step 2: Time to look back at your favourite clients and customers

STEP 2

What did you like best about them?

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Why were they great to interact with?

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What made them good success stories for you?

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They are able and willing to pay what you're worth.

They have problems and challenges you love solving and working with.

They know you can help them and are motivated.

They respect your time, skills and space.

### Step 3: Time to Identify your client's outer qualities (Demographicis)



#### WHAT DO THEY LOOK LIKE?

|                   |  |
|-------------------|--|
| Eye colour        |  |
| Hair colour/style |  |
| Body shape        |  |
| Height            |  |
| Fashion sense     |  |
| Personality       |  |

Age

Income

Occupation

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Location

Marital Status

Kids

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Education Level

Political Views

Religious Views

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## Step 4: Time to Identify your client's inner qualities (Psychographics)

### STEP 4

|  |   |
|--|---|
| <p><b>FEARS</b><br/>What do they fear the most?<br/>What keeps them up at night about your topic?<br/>What do they worry about the most around your topic?</p>                                     | <p><b>HOPES AND DESIRES</b><br/>If they could wave a magic wand, what would they make better?<br/>What are their likes and desires?<br/>What do they believe is possible?</p> |
| <p><b>FRUSTRATIONS / HEADACHES</b><br/>What do they complain about most?<br/>What have they tried in the past that didn't work?<br/>What symptoms do they suffer from because of this problem?</p> | <p><b>HABITS AND BEHAVIOURS</b><br/>What are their media habits?<br/>What social media sites do they prefer?<br/>What are the top reasons why they will choose you?</p>       |

## Step 5: Write a description of your ideal client

### Key Client Description Example

Sarah Smith, a 38 year old married designer who works for a top advertising agency. She's music and design savvy. Invests most of her time in developing an new music app. Lives in Adelaide in the northern suburbs with her husband Jack and two young kids Charlie and Layla. She plays piano at her church and netball once a week for a social team. She makes \$90,000 per year. She loves designer products but never knows what to get her friends as gifts. She always seems to be time poor and her workload is really demanding. She dreams of designing her own clothing line, keeping fit and healthy and always being available for her family and friends.

### YOUR CLIENT DESCRIPTION TEMPLATE

\_\_\_\_\_, is a \_\_\_\_\_ year-old \_\_\_\_\_ . He/she is \_\_\_\_\_  
(Name) (Age) (Career)

Interested in \_\_\_\_\_ . He/she loves to spend his/her.  
(Interests)

free time doing \_\_\_\_\_ . He/she lives in \_\_\_\_\_  
(Hobbies)

\_\_\_\_\_ with his / her \_\_\_\_\_  
(Location) (Family)

He / She makes \$ \_\_\_\_\_ a year. His / Her biggest fear is \_\_\_\_\_

What he / she really dreams of is:

*Your Client Profile will make it much easier to write your marketing and brand message. Keep in mind, you will need to allow yourself to adjust who your Client Profile is as you grow your business. But it is important that we choose someone NOW to start with.*

## **CREATING YOUR CORE MARKETING MESSAGE**

Once you have defined all the steps and processes in truly understanding your ideal client, we can now create a core marketing message for your audience. We can begin to define the types of problems, create, design and market amazing and targeted ideas, products and services, with ultimate results that make your offerings unique, with great benefits and supreme solutions.

## **LETS CONNECT. TIME TO BE ENLIGHTENED. TIME TO LAND THAT PLANE.**

Ask about our Unique Brand Coaching Programs and tailored Brand | Design | Marketing Packages that can be sure to land your plane in the right airport.



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