

Identify your Ideal Client

Often our ideal clients are similar to ourselves. After all we gravitate to like minded people in both our personal and business lives.

Sometimes though, they reflect the qualities that we wish we had such as being outgoing, creative, a wonderful speaker etc... Only YOU know who YOUR ideal client is...so it's time to dig deep!

1) Picture you favorite client.

Take a minute and picture your favorite client or clients. Think about what they have in common.

What are their interests? Their hobbies? Their personal qualities? Brainstorm **EVERYTHING** you can, remember what you loved most about them. This doesn't have to be pretty, it's just a great way to purge all your thoughts.

Make sure you use the PDF I provided.

2) Now answer the below questions!

*Are they an introvert, extravert, or both? (like me)

*What are their favorite types of companies or brands? (i.e.) Luxury stores, environmentally conscious, one-of-a-kind boutiques, etc..

If you know the actual brand names even better!

*What is the #1 Pain Point?

*What are their recreational activities? Travel, hiking, snowboarding, ziplining, bike riding, etc...

*What are their interests? Crafting, reading, writing, scrapbooking, etc.
How do they relate to you on a personal level?

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