

CREATING YOUR IDEAL CLIENT PROFILE



Brainstorming

Demographics

The more details you provide here, the more information you can use to find this person using demographic tools such as Facebook's Audience Insights or targeting options in Google Adwords.

1. Is your ideal client male or female?
2. How old is your ideal client?
3. Is your ideal client married?
4. Does your ideal client have children?
5. Where does your ideal client live?
6. What is your ideal client's job title?
7. How much does your ideal client earn?
8. Is your ideal client self-employed?
9. What is your ideal client's highest level of education?

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Challenges and Pain Points

The answers to these questions will help you to write your advertising and help you produce targeted content.

1. What is the greatest problem your ideal client wants to be solved?
2. What is the greatest opportunity your ideal client wants to take advantage of?
3. What are your ideal client's fears?
4. What are your ideal client's challenges?

Objections



There are only three reasons why someone wouldn't want to purchase from you. 1) They don't have the money. 2) They legitimately don't want your service. Or, 3) they don't believe your results will work for them. You have to be able to articulate why they should believe you.

Why would your ideal client **not** want to purchase from you?

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Sources of Information

What information are they already exposed to and trusting?

1. What books or magazines does your ideal client read?
2. Which blogs, websites, or online forums does your ideal client frequent?
3. Which Reddit or Facebook communities is your ideal client a part of?
4. Which conferences does your ideal client attend?
5. Where does your ideal client spend the bulk of their time, outside of work?
6. Which professional associations is your ideal client a part of?

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Identify Your Maximum Opportunity

1. Does your ideal client really want your service?
2. Can your ideal client afford to pay for your service?
3. Does your ideal client have the authority to pay for your service?
4. Can you still enjoy the standard of living you desire on just the income from your coaching business if you can only reach 5% of the total number of your ideal clients?
5. How easy is it to reach your ideal client?
6. Is your ideal client geographically reachable?

Final Check



Is this the client you really want to work with?