

DEFINE YOUR IDEAL CLIENT

Why This is Important

Knowing and understanding your ideal client (IC) or ideal client community is an essential part of a profitable and purposeful wellness business. You may have heard this also called your niche, your target market, your perfect buyer, ideal customer, or ideal client avatar. During the program, we will refer to it as your IC.

You may be thinking you don't want to leave anyone out, but with over seven billion people on the planet – you have more people than possible to serve. You are probably familiar with the quote, "When you speak to everyone, you speak to no one." You are not going to appeal to everyone, and not everyone will appeal to you. This is a good thing. The key is targeting the right people to attend your Wellness Workshops. Think about a person you would speak to during your workshops, write to in your emails and use that to convert them into paying clients. This exercise is about understanding your IC and how you can help them.

The goal is for your IC to feel that you "get" their point of view, understand who they are, and can meet their needs as a coach! It is important to capture your IC's attention, connect with them personally, attract new email subscribers, new workshop attendees, and ultimately convert them into clients.

Think of the people you would love and enjoy coaching; they are your IC. What do all of your IC's have in common? Listen diligently to your IC and meet them where they are – understand their pain points and where you can serve them better. Be transformative, not transactional, when thinking of your IC. In most cases, your ideal client is someone like you!

Still not sure? Ask to meet with a few past clients or potential future clients (your IC) and have a conversation to uncover their insights, fears, challenges, wants and needs. Remember to listen more than you talk.

Ask them if they are interested in attending your workshop on sugar and other topics. These conversations can give you the clarity and confidence to move forward by knowing key words to say in your workshops to convert them to paying clients. Be direct and ask them about their biggest frustrations, where they feel stuck, and what stops them from taking action on their own. My favorite question to ask in my free consults is, "If I could wave a magic wand and get you the results you are after, what would those results look like?" or "If I could wave a magic wand and six months from now a struggle you have is finally solved, what would it be?"

DEFINE YOUR IDEAL CLIENT

Define Your Ideal Client or Ideal Community

To make it easy, I have questions in the next section to guide you in this vital exercise. You may want to come back to this exercise because it takes some work and reflection, but I strongly encourage you to power through these ten questions! Understanding your IC is essential to the success of your wellness business. As with all exercises in WDA, just do your best. 😊 Set aside 30-60 minutes to do this exercise and do not spend days stressing over not getting it exactly right. You will adjust your IC as you grow in your business and with every new conversation you have with your IC.

You might be thinking, "But Lori, I don't know who my IC is. What should I do?" Spend some time researching, look around in the Facebook Groups or other places your IC would be spending time. Reflect on some common frustrations or problems your IC may have and how you can serve them.

Start to visualize your IC and think about what they believe, think, experience, and feel. Describe this person or people so well that you can easily step in their shoes. The goal is to know your IC so well that you can think and speak like them. Use the space below or open a new document, such as a Google document, to answer the questions and continue to refer and refine it as you go through the program.

1. What is the age range of your IC? _____

2. When you are thinking about your IC, how do they identify? (female, male, non-binary, transgender, etc.)

DEFINE YOUR IDEAL CLIENT

3. What does your IC's family look like? For example, do they have children? Spouses, partners, neither? How about pets? Do they have extended family or chosen family that are part of their families? If so, write down what their family looks like.

4. Where does your IC live?

5. What is your IC's income and/or occupation?

6. Where does your IC spend time online during free time? (Facebook, Instagram, Pinterest, Podcasts, Emails, etc.)

DEFINE YOUR IDEAL CLIENT

7. Write down some keywords that best describe how your IC thinks and feels right now. Think about what disturbs them, their challenges, where they feel stuck, what they complain about, and what they want but don't know how to do on their own. (overweight, low energy/fatigue, pain in the body, unhappy relationships, low self-esteem, not exercising, drink too much, confused about what to eat, etc.)

8. Write down some keywords that best describe how your IC WANTS to think and feel (after they have worked with you). Think about what they want, need, desire and the goals they want to reach. (healthy weight, full of energy, confident, happy with relationships)

9. What is your IC struggling with right now? What do they worry about? Could this be a topic for a future Wellness Workshop to attract your IC?

DEFINE YOUR IDEAL CLIENT

10. What does your IC need to understand before they are ready to hire you as their coach? (e.g., it is possible to heal)

Now that you have completed this exercise, you have information to draw upon to authentically connect with your IC from a place of genuine compassion, love and understanding.

Gather Feedback From Your Accountability Pod

If you have an Accountability Partner or are part of an Accountability Pod, I recommend sharing your IC document with each other. Take notes about similar IC's and how you can support each other to define your IC.

If you would like to find an Accountability Partner, look under GUIDES in our [Facebook Group](#) for the Accountability Partner thread and contact a few other members.

Additional Notes + Insights

Questions?

Post in our private members-only Facebook Group at www.facebook.com/groups/workshopsdone/, and I will get right back to you.

To access the WDA program, please go to <https://courses.workshopsdone.com/>

Lori Kampa

020821