

THE *Launchpad* DIY

MODULE TWO

Ideal Client Profile!

Denise Mortimer

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Ideal Client Profile

Well it will come as no surprise that before we begin our business we need to know **WHO** we are serving!

So today let's get clear on our ideal client avatar. In fact, we'll be putting your drawing skills into practice! So get a pen or pencil and paper out and give yourself some time to put this together.

Not only am I asking you to draw an image of your ideal client, but then add all the other details around the drawing so that we can fully understand who you serve.

Above all, have fun with the process, you can't get this wrong!

The Ideal Client is a hot topic and can be a confusing one.

- We understand the need for an ideal client profile.
- We know that markets across the board are flooded with competition
- We know the ideal client profile is critical to marketing success.
- We know that specific marketing campaigns work better than general, broad-based marketing campaigns.
- We know that speaking to one person is more effective than trying to speak to an entire target market.



So, how do you create an ideal client profile??

What should be included?

Over time we will discover how to put your ideal client profile to work for you.

An ideal client is a client who understands your **VALUE**, is happy to pay your **WORTH**, and is excited to **WORK** with you (and you with them). When gathering information for your ideal client profile, it is best to be as specific as possible and to include as much detail as possible. Some information may be more relevant than other information, so don't stress if it doesn't make sense to apply each area!

Areas to define:



Demographics
Psychographics
Behaviour
Backstory
Destination
Front story
Ideal client objections

Demographics

Age, gender, sexual preference, religion and whatever demographics fit.

Personal Income/Household income:

Home owner/Renter:

Relationship Status:



Geographic Location

Number of children if any - names and ages:

Occupation:


Education Level:



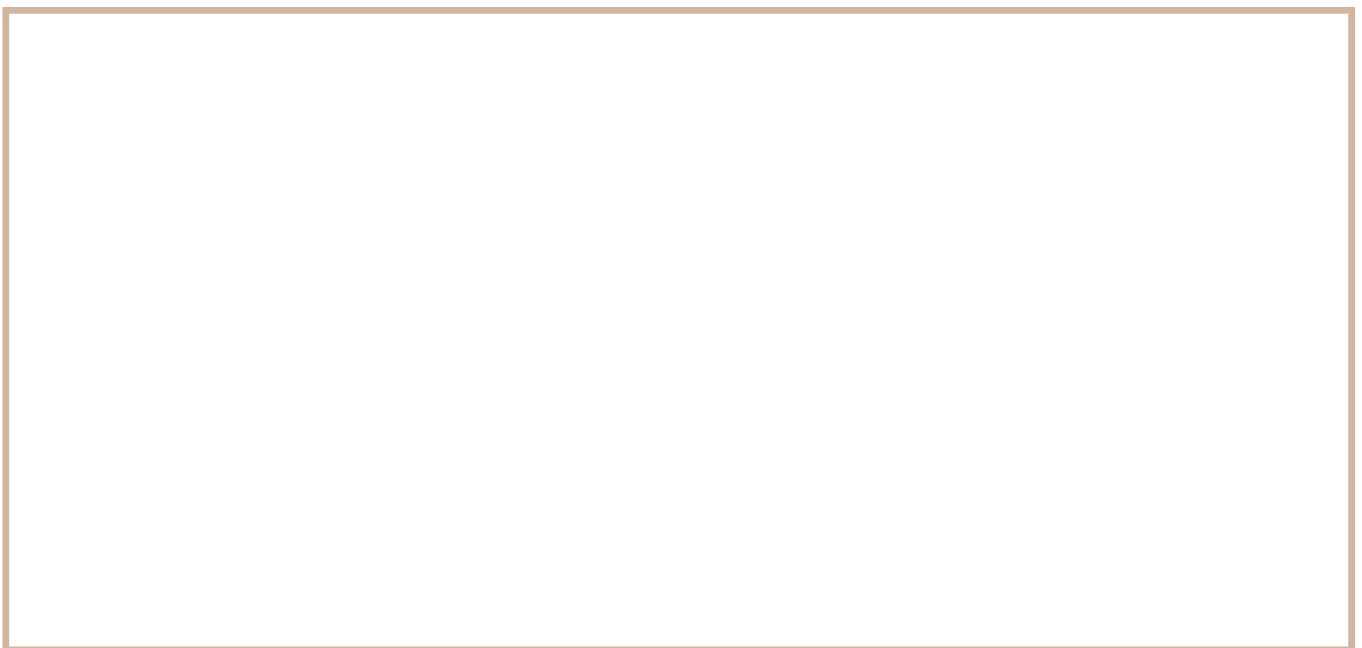
Psychographics

Mindset and attitude

Beliefs and opinions:



Aspirations, goals, dreams and wishes:



Psychographics

Interests (parenting, travel, wealth building, fitness)

Activities (hobbies, books, stores, restaurants, TV shows, movies, how they spend their free time)

Personal values



Psychographics

Lifestyle and priorities:

How they spend their money:

Worries and fears that keep them up at night:

Psychographics

Do they have money to pay you?

What are their darkest secrets?

Behaviour

What types of email they open, what blog posts are most read, what social media posts they most engage with:

How they gather information before making a purchase:

How are they affected by price, quality, convenience, and prestige:

Backstory

Another way to really understand your ideal client and where they are in their buying journey is to understand their back story.

This is the story of how they got to where they are today.

You need to know where they began, what challenges they faced, what they achieved, and where they are right now.

Destination

What is the final destination your ideal clients want to reach?

What is the ultimate reward and destination they dream about reaching?

Front story

Once you know the back story of your ideal client and the destination they dream of, it's time to write the story of what they can and will achieve in the future if they hire you or buy from you.

A compelling future story puts you firmly into their 'psychographics'.

You will be speaking about the benefits your products or services deliver, how those benefits will improve and change the life and/or business of your ideal client, and what magical destination they will reach if they invest with you.

The front story can illustrate how your product or service can help them to where they want to be.



Ideal Client Objections

Objections are an inevitable part of any sales process. Typically is it the need to ask a partner/spouse, more time to think about it, the desire to do more research, the requirement of more money, not enough time—at some point a potential clients will have an objection.

When you take the time to gain clarity about the most common objections prospective clients have and why they show up, you are able to combat the objections in advance. This provides emotional reassurance and factual justification in your marketing messages and sales copy.

As I said - have some fun with this. It will keep evolving. Do your drawing and keep it somewhere that you can see it all the time. Give them a name.

Get creative and draw your ideal client. Then start to place all the above information around them (see below example). Use the template below or create your own from scratch!



EXAMPLE LAYOUT FOR CLIENT AVATAR

