Who is your Ideal Client?

The first step in creating great marketing material, huge success   
for your business, and ease and abundance in your client attraction is to know exactly who this ideal client of yours is.

One of the worst mistakes you can make as a marketer is to identify your client as, in the words of one multi-level marketing company, “Anyone with skin.”

As a solo-preneur You simply don't have the advertising budget to reach “everyone with skin.”

But that’s okay, because there are lots of great ways to Meet, Wow and Convert your ideal clients. It’s an interesting paradox that the more you “niche” and narrow your sales message, the more profitable you'll be, and the easier it will be for people to say yes to you.

**I like to call this ideal client your Unicorn. Because they are THAT unique.**

Once you’ve identified your “Unicorn Client,” you can write all your marketing to that person. Actually, not just to that person but to your ***Flock of Unicorns.*** Where there is one, there are more, and what could be better than a tribe of ideal clients, who are just waiting to be helped by you!

Will there be many buyers who don't look anything like your first Unicorn? Of course. Your Unicorn might be a 36-year-old woman who is frustrated with her kids, housewife life, and neglectful husband, but that doesn't mean a 52-year-old woman who doesn’t have kids, travels tons and is still single might not find your product the perfect fit, and become a great customer.

When **you've visualizing your Unicorn Flock** while you're creating content your writing will become more humane and more personal, and all of your readers will respond better. If you don't, it’s harder to make a personal connection with any of them. Write to your unicorn, and you’ll magnetize them.

**Because I see conscious business owners make this mistake all the time. Please, please! Make sure that your ideal client is also a PROSPECT which means they have 3 things:**

* The interest/need for your service
* The money to pay for it.
* The ability to make the decision to buy.

Take plenty of notes as you do this, there is no such thing as TOO much writing in this phase, and we’ll bring it back into something more concise later. This pre-writing will make your sales and marketing copy infinitely more effective … it's your “secret formula.”

If you're thinking this is going to take too much time and you want to just get started, consider this: 15 minutes of freewriting will save you hours and hours of writer's block. It's much easier to make a video or start writing when you can visualize a person you're speaking to.

Map Your Unicorn

Your Unicorn is a representation of who your ideal customer is. By getting clear on who they are physically, emotionally, spiritually, and mentally, you are creating the magnet to ATTRACT exactly who you want to help, who you want to work with!  
  
Defining your Unicorn will empower you to really speak to them… what are they looking for? What do they want? What do they need? When you speak them online, in written form, or in video form, we want them to say: ”oh this is for me.” “oh my gosh, he/she knows me”

In reality, you can have up to 3 potential different target markets that all fit under the bigger umbrella of your unicorn.

**If you’re just starting in business** and you’re not sure who that might be. Take a look in the mirror… if you’ve created a solution for a problem you’ve had and want to share it with others, you are your own target market – put your PAST self as market #1.

**If you’ve been in business for a while**, think of your favorite client EVER, and then add in a bit of info about people who were similar. You might find that there are a few clear archtypes that you serve (ie, the mom who is overwhelmed, the business owner who needs to learn self care, and the lonely single guy, could all benefit from your services, but are all going to speak to different pain points.

You can work through this worksheet up to 3 times for each Unicorn. If you do have multiple unicorns, give them each a name, eg. “Beginner Bob”, “Ultimate Tammy”, “Fit Fred”.

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Physical Description  
If you were having a coffee or tea with your client, what do you see?

Are they male or female?

How old are they?

What color is their hair?

What’s their body type?

What's their family structure? Kids? Single, married, divorced?

What's their family life like?

What kind of house do they live in?

What is their income level?

What is their education level?

What kind of car do they drive?

How do they dress?

What does their voice sound like?

Their Health

How's their health?

How do they feel about their health?

What do they eat?

How do they feel about their weight?

How do they support their health?

What's their favorite food?

What's their favorite comfort food?

Work and LivelyHood

What do they do for a living?

How do they feel about what they do for a living?

What do they do for entertainment?

What do they talk about with their friends?

What kind of places do they socialize?

Where do they spend their time?

What Facebook Groups might they be a part of?   
  
What do they watch on TV?   
  
What kind of magazines/books/online articles do they read?

Spirituality

Does your Unicorn have a spiritual connection?   
If so, how would they describe their spirituality?

How do they talk about/to their higher power?

What kind of buzz words do they use regularly?

If spirituality is not a key to your business, what is their relationship like with themselves?

What is their connection to nature and the environment?   
  
What is their bigger vision of themselves and the planet?   
  
What do they read?

What is their passion in life?

Who do they trust as leaders?

Mental and Emotional

If you could get inside your Unicorn’s mind, what would they be thinking?

How do they feel most of the time in their lives?

Where are they stressed?

What keeps them up at night?   
  
What brings them joy?

What are their big desires for themselves?  
  
What are their conscious and sub-conscious fears and worries? What is their pain?

What are their conscious and sub-conscious dreams and desires? What do they want?

What are they embarrassed to admit, even to themselves?

Now, move to how you can help your Unicorn.

What does your Unicorn want?

What are they looking for? What is the outcome and result they ultimately want to achieve?

Note: this is what they THINK they want, not necessary what YOU KNOW they need! There is a saying that says: “Sell them what they WANT, give them what they NEED.” Remember that you are their trusted advisor and you know what it will take to really help them!

What’s Your Value?

What does your product, service, or experience DO or GIVE your Unicorn?

What are the hidden benefits that your Unicorn doesn’t know about?

Why is your stuff the perfect solution to their problems?

Now go back over the last three pages, and highlight or circle the things you wrote down that really feel the most resonant to you! Who are the people that when they show up at your door you KNOW they are your Unicorn?

Being clear on Your Unicorn Client is your secret formula to even greater business success and to creating great marketing materials.

Now we’re going to summarize this all in these three questions…

What are the most important identifying traits of your Unicorn?

What are the top three challenges your Unicorn faces?

What is unique about working with you that makes your Unicorns feel SO clear they’ve made the right choice to work with you?

Congratulations!

You’ve done the most important thing you will ever do to create success in your business!   
Now take those answers, email them to me elena@evolvinghumanity.com



Elena Harder   
Founder, Visionary, and Authenticity Catalyst   
Evolving Humanity by Design

Elena built her business while hanging on the beach with her son, touring the world and living in small beach towns across 5 continents. In between playing with life, having fantastic conversations about consciousness, she works to help conscious entrepreneurs build successful businesses through creating automated marketing systems, busting self sabotage, and helping them find the courage to follow their passion to their soul’s highest destiny.

I hope you’ve been supported by this workbook. If you have questions or need help with implementing it into YOUR website I’m more than happy to help. Together we can get clear on how you can create your own Magnetic Strategy for Meeting, Qualifying and Inviting your Ideal Clients.   
  
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