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HOW TO CREATE AN IDEAL CLIENT PROFILE



your goal

To create a distinct idea of who you are speaking to, so every time you create something for your business - a facebook post, instagram photo, marketing brochure etc. you can be sure its perfect fit for your ideal client.

The basics

Let's start by getting the basics down. You may need to print the next sheet a couple of times, for each client you would like to profile.

Remember these are the clients that value what you do, that light you up, that make your work feel good and that you want more of! Don't profile anyone who is hard work, second guesses you, or wouldn't be a good fit for your business!

Once complete you will stick up your client profile somewhere obvious, with a few photos, and refer to it all the time to make decisions.



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ideal client...

My ideal is calledand lives in.....which is aplace (choose adjective; hip, rural, quiet etc.)

She/he isyears old and is married/not married (delete one) She/he has.....(choose a number, or 0) kids.

Her/his friends describe her/him as.....and(choose and adjective)

She/he dresses in.....(choose and adjective) clothing and shops for clothes at.....(choose shop/s) Her/his style would be described as.....

.....these brands resonate because.....

They spend time on Facebook/Instagram/Pinterest/Linkedin (delete as required) and.....(any others)

They spend their downtime (weekends) doing/seeing/playing.....with.....

She/he follows.....(choose accounts) on social media and likes those accounts because they post about

.....and.....this interests them because.....

.....

She/he does not like.....

When my ideal client finds my website, Instagram, Facebook pages I want her/him to feel.....(insert adjective) and to know.....

.....about my business. They will value this because.....

.....

They choose my business because.....

.....

.....

They value this about my business.....

.....

build it out

Once we have the basics down, we need to build out the profile. Think about what you know of the person you have in mind, what motivates them? What do they spend money on? Why? What do they value? Why? What else do you know about them?

What does this person need to see in your business to feel that it's a good fit for them? What do you need to communicate well, and what will put them off?

The visuals

Find a photo of someone who you think fits your ideal client profile, and stick it up along with the completed page overleaf onto your wall...

Refer to it every time you need to make a decision in your business.

...would.....(name of ideal client) like this?

...does this show (name of ideal client) what they need to see to want to do business with me?

...what would (name of ideal client) think about this?

If you would like to build a collage of images I recommend using 'Unsplash' for free imagery, and 'Blogstomp' for creating your collage, but you can just as easily rip out photos from a magazine and stick them up too!



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