

IDEAL CLIENT PROFILE V2.2

This is at the heart of all your marketing, not just your copy. Some people talk about 'target market'. Target market is a group of people. However, groups don't buy, individuals buy. An ideal client is one person in that group, or a composite of many.

When I write for clients, I begin by asking the 7 questions below. They're not exhaustive. They're simply meant to get you thinking in the right direction.

They'll help you uncover some ideas so you learn to start thinking from the perspective of your best prospects. Even if you have a clearly defined ideal client already, I recommend you go through this and see how much you really know about that client!

The more precise you can be in your answers, the more focused your message will be when you put it all together and the more likely a prospect will be to choose you rather than someone else.

Question 1: Who is your ideal client?

(Does she work? What industry is she in? What's her job? What's her business if she's a business owner? How old is she? Marital status? Education? Hobbies? Values? Religion? Political views? Any other information that would give you insight into how she thinks, what's important to her and what makes her tick?)

These are facts about your ideal client. Go through and see how much information you can come up with. Depending on your business, some facts may be more relevant than others. For now, collect what you can.

Question 2. What does your ideal client want?

(What is her big vision? What are her secret hopes and dreams? What is her most ardent desire? What emotion does she want to feel when she gets what she wants?)

Most people have a big vision, they have secret hopes, they want something big in their lives. If you can help your ideal client get what she wants, you're a long way towards having her hire you. Otherwise why would she bother?

Put yourself in her shoes, or inside her head and ask these questions.

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Question 3. What immediate problem prevents her from getting what she wants?

(What's the problem as SHE defines it, not as YOU would talk about it, which may be different? What keeps her awake at night? What is she most afraid of? What frustrates her? What are her urgent needs? What emotions does she feel when she thinks of her problem?)

There's always a problem that stops her getting what she wants.

The first thing to look at here is how does SHE define her problem, not how you see it looking from the outside. If you said to her: "What is your problem?" what would she tell you.

If she already had what she wants or could get it easily, she probably doesn't need you.

Question 4: Why has she not solved the problem yet

(Where has she come up against limitations? Where/why has she failed?)

If she hasn't solved the problem yet, there must be a reason. Maybe a limitation of some kind. Maybe she's tried and failed. Why has she hit the wall? What has stopped her?

Question 5: What is the consequence of not solving her problem

There's always a consequence and if the consequence is bad enough she'll be motivated to take action.

Question 6: What will be the impact on her life/family/business if she does solve it?

(How will it affect her revenues? Her clients? Her sense of herself? Her commitment to her business? Her image and her professionalism? Her family and lifestyle? Any other consequences?)

If she solves a problem that she's been stuck on, it will have an impact somewhere in her life.

This is the part that lets her know what will happen if she hires you. You have to let people know what will happen if they don't hire you and don't take care of the problem and what will happen if they do. This is all part of moving towards her dream and connecting with her.

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Question 7. What's the solution you offer to her problem (as she sees it) that will help her get what she really wants?

Go back to the problem as she sees it. What is it about your services that offers a solution to her problem?

The purpose of these questions is to collect information.

You won't need it all for one marketing piece. But once you have all this information, you'll have more choices about what to say and write in different situations and for different purposes.

And that's my goal here....to help you to think bigger and in a broader context so you're prepared for any situation.

Don't worry right now about where or how you're going to use this information or not use it. That's not relevant right now. If you think that way, you'll limit yourself. Let your mind roam free and dig up whatever you can.

FURTHER SUPPORT FOR YOU

When you've created your ideal client profile, I'll be happy to set up a consultation time to go over it with you. Or if you'd like me to review your copy, I can take a look and edit or refine it if it needs any tweaking.

In case you're interested in ongoing, helpful hints, I also send a regular newsletter on topics to do with your message, with marketing tips thrown in now and then. There's a sign up form on my site http://www.MyMarketingMessage.com/sign_up

If you have any questions, please feel free to contact me at the email at the bottom of this page.

I wish you much success as you move ahead!

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