



Identifying Your Ideal Client

Do you know about your Ideal Client? We need to make sure your marketing messages and tools are aligned with that specific audience. This is important because we want to be communicating how we can help them. How we can solve problems for them. Or, how we can supply something to them that is cherished.

Below are some questions to ask of your Ideal Client so you will know how to reach them, gain their attention, and encourage them to interact with your sales funnel and brand. (Of course, you are not actually ASKING them unless you have a client that is kind and willing to help you through this exercise.) Please take some time to answer the questions below and you will be one step closer to closing more business!!

Role:

What is your job role? Your job title?

How is your job measured?

What is a typical day?

What skills are required?

What knowledge and tools do you use?

Who do you report to? Who reports to you?

Goals:

What are you responsible for?

What does it mean to be successful in your role?

Challenges:

What are your biggest challenges?

How do you overcome these challenges?

Company:

What industry or industries does your company work in?

What is the size of your company (revenue, employees)

Watering holes:

How do you learn about new information for your job?
What publications or blogs do you read?
What associations and social networks do you belong to?

Personal background:

Age
Family (single, married, children)
Education

Shopping preferences:

How do you prefer to interact with vendors (email, phone, in person)?
Do you use the internet to research vendors or products? If yes, how do you search for information?
What types of websites do you use?
Why will people want to purchase your products?
What is unique about your products vs others that are similar?
What are some of the statements or search words people will put into a search engine to find your products?