

A graphic with a dark background. In the center, a hand points upwards towards a target symbol consisting of three concentric circles. Numerous arrows of varying lengths and directions point towards this central target. Surrounding the target are several small, semi-transparent icons of people in business attire. The text "Target Audience" is written in white, sans-serif font in the upper left quadrant.

Target Audience

Ideas360 Checklist: Identifying Your Ideal Client

Who is your ideal client? In other words, if you could hand-pick the clients you are seeking, what do they look like? What are their motivations to buy? Where do they seek resources and advice?

This checklist will help you uncover the important characteristics of the ideal client so that your Sales & Marketing team can attract and sell to more of those!

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Your Ideal Client

- () Are you selling B2B or B2C?
- () What is your company's USP (Unique Selling Proposition) - How do you distinguish yourself from the competition?
- () What is the pain point for your product or service?
- () Are prospects passively or actively seeking your solution?
- () Is your product or service a WANT or NEED?
- () Where do your customers currently go to search for your products/services?
What mediums do your customers use for news and/or social media?
- () What is the average customer 'first sale' amount?
- () What is the average customer 'long-term revenue'?
- () What does the ideal customer **LIVE** like?
 - o Demographics?
 - o Marital Status? Age?
 - o HH Income?
 - o Kids?
 - o Geographic Location?
 - o How do they use any disposable income?
- () What does the ideal customer **WORK** like?
 - o Where do they work?
 - o What Industry?
 - o Profession or Job Titles?
 - o Salary?
 - o alary?
- () Do your customers come to you for one product or service (transactional) or is there a relational component that helps convert them to a repeat or bigger sale?

Once you understand the Ideal Client, it's time to take a look at the sales funnel and your Sales & Marketing strategy. Need help? Ideas360 provides strategies for sales-driven marketing.



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