

My Ideal Client

Your ideal customer is your target market. So, it's important to clearly understand who your ideal customer is.

To identify who your target market is, answer the questions below. Then use the answers to describe your ideal customer.

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Who are your top ten most profitable customers?

Note, if you don't have ten, just enter your most profitable customers. If you are just starting out and don't have existing customers, put names of people you know who would be your ideal customer.

Rank	Name
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

What are the common characteristics of those customers?

Enter details as appropriate.

Age 25-35 & 35-60	Location Regional Regional	Gender	Income	Education
Marital status Usually married	# Children Yes	Ethnicity	Occupation Business owner Director	Social Life Family oriented, home entertaining Community, family oriented
Business Type B2B & B2C - any industry B2B – professional services	Business size Less than 10 employees Company with up to 100 employees	Networks local business networks, social media	Health relatively healthy	Interests Business, family & friends, charities & community,

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What values do your existing clients hold?

Integrity	Hard work	Communication	Consistency	Community Community
Dependability	Reliability Reliability	Loyalty	Commitment	Open- mindedness
Efficiency	Innovation	Creativity	Humour	Compassion
Adventure	Motivation	Positivity	Optimism	Outcome oriented
Respect	Courage	Education	Perseverance	Environmentalism
Family	Self-reliance	Action oriented	Caring	Responsiveness
Respect	Trust	Flexibility	Quality	Professionalism
Power	Wealth	Connection	Freedom	Independence

What is important to them?

Consider their values and identify behaviours and personalities that occur because of those values. Then, based on those details, describe what is important to them?

Type 1	Type 2	Type 3
<p>Integrity – doing what you say you will is important. Don't do icky things.</p> <p>Trust – they need to get to know someone before they trust them to hand over the work</p> <p>Action oriented – they like to do things themselves</p> <p>Community – they actively contribute to their community, and will usually have a personal connection to the local organisations they are part of.</p> <p>Humour – likes to have fun, have a joke and not take things seriously all the time.</p>	<p>Education – value the knowledge and expertise of education</p> <p>Reliability – want to know that the work is going to get done on time</p> <p>Responsiveness – expect that you will deliver your products or services in an agreed timeframe</p> <p>Community – being part of their community is important and part of their strategic plan. They actively encourage their team to be part of the community in various ways.</p> <p>Outcome oriented – want a return on their investment</p>	

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What problem are you solving for your existing customers?

1	<p>Their marketing isn't happening because it always falls to the bottom of a very long business owner to do list</p> <p>We make sure their marketing happens by doing it for them or by coaching them on what to do and keeping them accountable.</p>
2	<p>They feel overwhelmed with where to start - there are too many options. They don't know what marketing works and what doesn't. And they are not sure where to best spend their marketing \$\$\$.</p> <p>We work with them to help identify the marketing strategies to focus on that will deliver the best return on investment.</p>
3	<p>They think marketing/social media takes up too much time. They are busy doing all the other stuff small business owners have to do. But they know marketing is important for their business and want it to just happen.</p> <p>We make sure their marketing happens by doing it for them. Saving time and stress.</p>

What are the top three reasons they buy from you?

1	They trust that we will make their marketing happen. We have a relationship with them or someone they know and trust.
2	They realise that they don't have the time and are prepared to outsource to an expert because they know how important marketing is for their business.
3	

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Where and when do your customers do their research on who can help solve their problems?

How to find out where your ideal customer is playing

- ★ Search for relevant hashtags and key words
- ★ Look at your successful competitors – is their target market the same as yours, where are they active
- ★ Run polls on your socials – ask them which platform they prefer
- ★ Ask your existing customers – the ones you know are active on social media
- ★ Join groups – Facebook, LinkedIn then connect and engage
- ★ Look at your Google analytics
- ★ Check your links on emails
- ★ Use your insights

Circle the appropriate answers.

Google Google	Local Chambers	Networks Networks	Family	Friends
Facebook	LinkedIn	Instagram	Pinterest	TikTok
Snapchat	Competitors	Aligned businesses Aligned businesses	In-store	Surveys
Online forums	Newspapers	Magazines	Radio	Television
Other				
Morning	Evening	During the day		

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Your Ideal Customer #1 Summary.

Use your answers above to identify and describe common characteristics of your most profitable customers. You may end up with more than one ideal customer.

My Ideal Customer description	Key Messages
<p>Small business with less than 10 employees – any industry</p> <p>Demographics</p> <ul style="list-style-type: none"> • Aged 25-35 years old • Married with children in their teens • Runs own business in partnership with spouse, with less than ten employees • Regionally based business • Active in local community <p>Psychographics</p> <ul style="list-style-type: none"> • Integrity – doing what you say will is important. Plus, they won't do things that make them feel icky. • Trust - Once they trust someone they are happy to hand over responsibility. They make decisions based on emotion (level of trust, how people make them feel) and connections. They need to know you're reliable, will get things done, and will communicate with them, when they trust you enough to pay you for your services. • Action oriented – They like to do everything themselves, but are time poor. The like to have control. • Community – They actively contribute to their community and will usually have a personal connection to the organisation they are involved with • Family - Their key driver behind wanting to succeed. They want to be able to spend time with them. • Action oriented - Always seeking to learn more and improve • Humour – they like to have fun, have a joke and not always take things seriously. Although are serious about their business and succeeding. • Where do they play - Actively participates in online and local face-to-face business forums. Uses Instagram and Facebook to promote their business. Also, on Facebook and Instagram for personal use. Occasionally uses LinkedIn <p>They value family, integrity, and genuine connections.</p>	<p>Identify the problem</p> <ul style="list-style-type: none"> • Are you overwhelmed with where to start - there are too many options? • Do you know who your most profitable customers are? • Do you struggle to know what type of marketing/social media is going to get the best return on your investment? • Is your marketing/social media taking up too much time? • Does your marketing/social media always fall to the bottom of your to do list because you're busy doing all the other stuff small business owners have to do? • Do you know what marketing works for your business and what doesn't? <p>The solution</p> <ul style="list-style-type: none"> • Helping you work out what marketing to focus on for your business • Let's build a plan together • Saving you time and making your marketing happen • Let's make your marketing happen • Marketing focused on delivering results and a return on your investment

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Example Ideal Customer 2:

My Ideal Customer description	Key Messages
<p>Company with 50+ employees – any industry.</p> <p>Demographics Directors:</p> <ul style="list-style-type: none"> • Aged 40+ average • Married with young and teenage children • Have been in business for some time • Director of a Company that employs up to 100 people • Albury Wodonga based business <p>Psychographics</p> <ul style="list-style-type: none"> • Education/Professionalism - They value knowledge and expertise, and understand that marketing knowledge is needed, which is why they are comfortable outsourcing to a marketing consultant. They are open to advice by the marketing consultant and while they happy to leave the majority of marketing decisions to them, the directors wish to be kept in the loop. • Reliability – they want to know that the work is going to get done on time • Flexibility/Responsiveness - Their preference is for the marketing activities delivered by an outsourced marketing expert who will collaborate with their administrative staff to deliver a range of marketing activities in an agreed timeframe • Community – being part of their community is important and part of their strategic plan. They encourage their team to be part of the community. • Outcome oriented - They expect monthly reporting and a return on their investment. They make decisions based on data, return on investment, and relationships. <p>They value consistency, relationships, achievement and community.</p>	<p>The problem</p> <ul style="list-style-type: none"> • Not sure what type of marketing is going to get the best return on investment • Marketing isn't being delivered consistently • Have an understanding of marketing but don't have a marketing expert in-house <p>The solution</p> <ul style="list-style-type: none"> • We work with your team to make your marketing happen • We understand the importance of ROI • We have over 20 years experience