

5 Gold Keys



TO FINDING YOUR Ideal Client

ANDREA HUNT RACO ~ HBA, CPC

Success & Life Enrichment Coach

www.CoachForLife.ca



CONGRATULATIONS

You're about to go through a process of discovery that'll help you attract, engage and influence those who'll immediately see value in what you have to offer.

Better yet...when you're done, they'll be willing to pay you for it.

The KEY to connecting directly to your ideal client through your marketing messaging and material is understanding exactly who your ideal client truly is.

This knowledge will give you a competitive advantage when you take your products and services to market and will also save you time and money.

Creating your **Ideal Client Profile** is an important step in beginning to design and build your website, completing your supporting social media pages, and crafting your forward-facing marketing messages to *make them crystal clear, brilliantly compelling and so they attract the perfect clients and customers to you.*

But where to begin?

Follow these simple steps and answer the questions outlined in the pages below to narrow down exactly who you best serve so you can get your business up and running and profitable as quickly as possible.



START HERE

Your ideal clients have a unique combination of personal, professional, motivational and lifestyle characteristics that will lead them to want what you have to offer.

Let's meet them first...in your mind.

KEY ONE ~ IDENTIFY

Take a look at your client list and choose one client that you would like to clone.

Let's begin by focusing on just one. It should be someone whom you love serving or working with, one who willingly pays your fees, and whose life you know you've changed for the better.

Use that person as the model to begin crafting your ideal client profile.

If you're launching a brand new business and don't have a client list yet, no worries. Imagine a "Perfect-Fit Client" and we'll begin there.

There are no right or wrong answers. Take all the time you need. This may be one of the most important things you ever do for your business.

Give that person a name and write it at the top of a blank piece of paper or on a fresh document on your computer.





KEY #1

Consider that client for a moment and think of that person as someone whose needs or wants are met by your products and services.

Since this client will represent your Ideal Clients whose problems can be solved with your solutions, let's narrow down characteristics your ideal clients have in common.

Put yourself in that person's shoes and try to understand who they are and what challenges they face.

What are their hopes and dreams?

What motivates them?

Let's begin to create your **Ideal Client Profile** – a representation of the clients you'll serve best.



Ideal Client Profile ~ Personal Characteristics

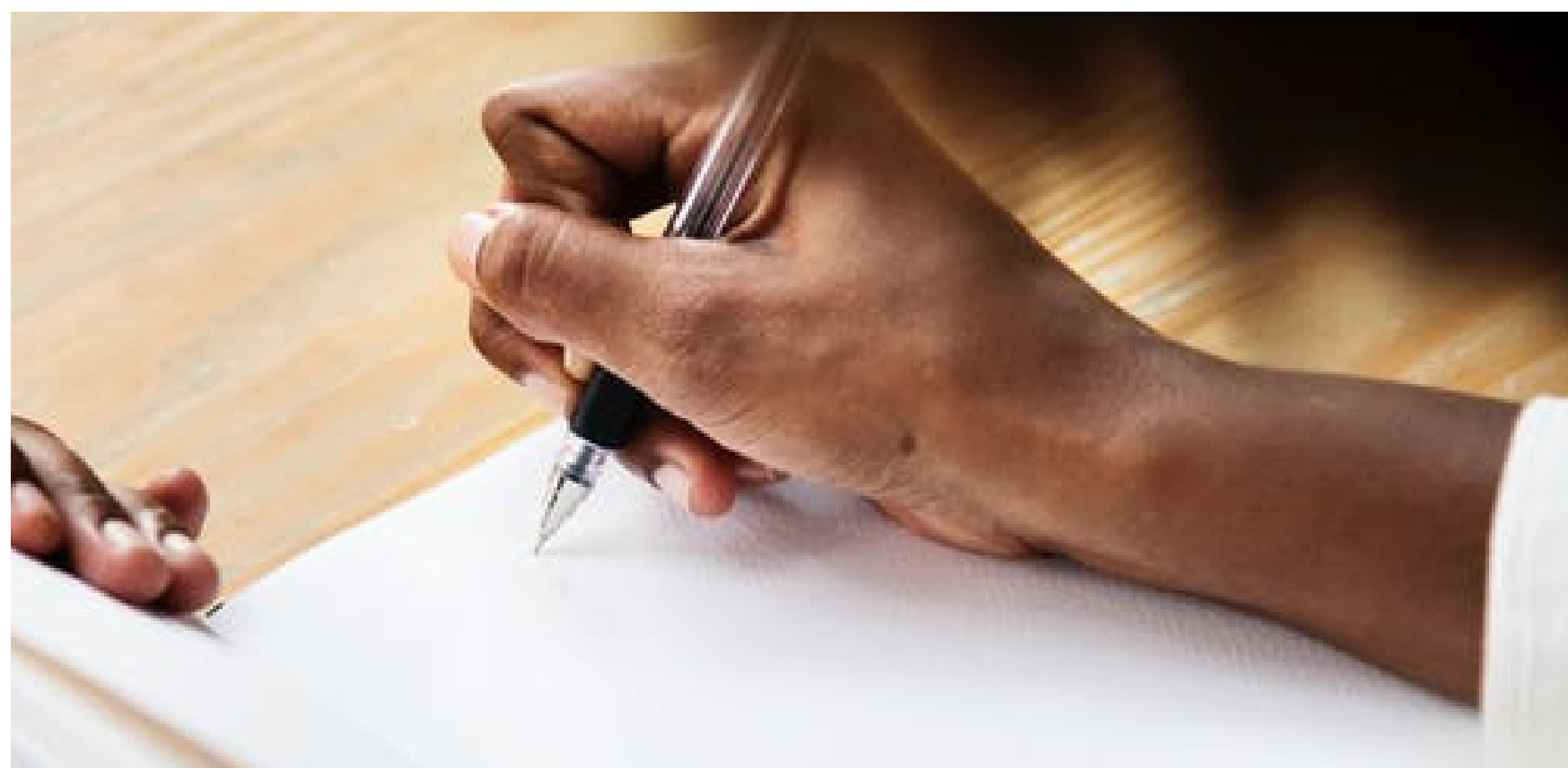
Write down what you know about your client's personal characteristics:

- Age?
- Gender?
- Marital Status?
- Do they have children? If so, how many? Their ages?
- Your best guess of their Household Income?
- Their Lifestyle?
- What are they passionate about?
- Their Values and Beliefs?
- What are their Hobbies and Interests?
- Key Personality Traits?
- Any other distinguishing characteristics you can think of

Ideal Client Profile ~ Professional Characteristics

Write down what you know about your client's professional characteristics:

- What is their Profession or Occupation?
- Are they Employed, Self-employed, Business Owners?
- What is their average annual Income? Desired Income?
- Their Work Hours?
- Their Work Demands?
- Professional Highlights?
- What is their level of Education?
- Do they volunteer? If so, what causes are they interested in?
- What are their Career Goals?
- Do they have any Professional Memberships?





KEY #1

Ideal Client Profile ~ Lifestyle Characteristics

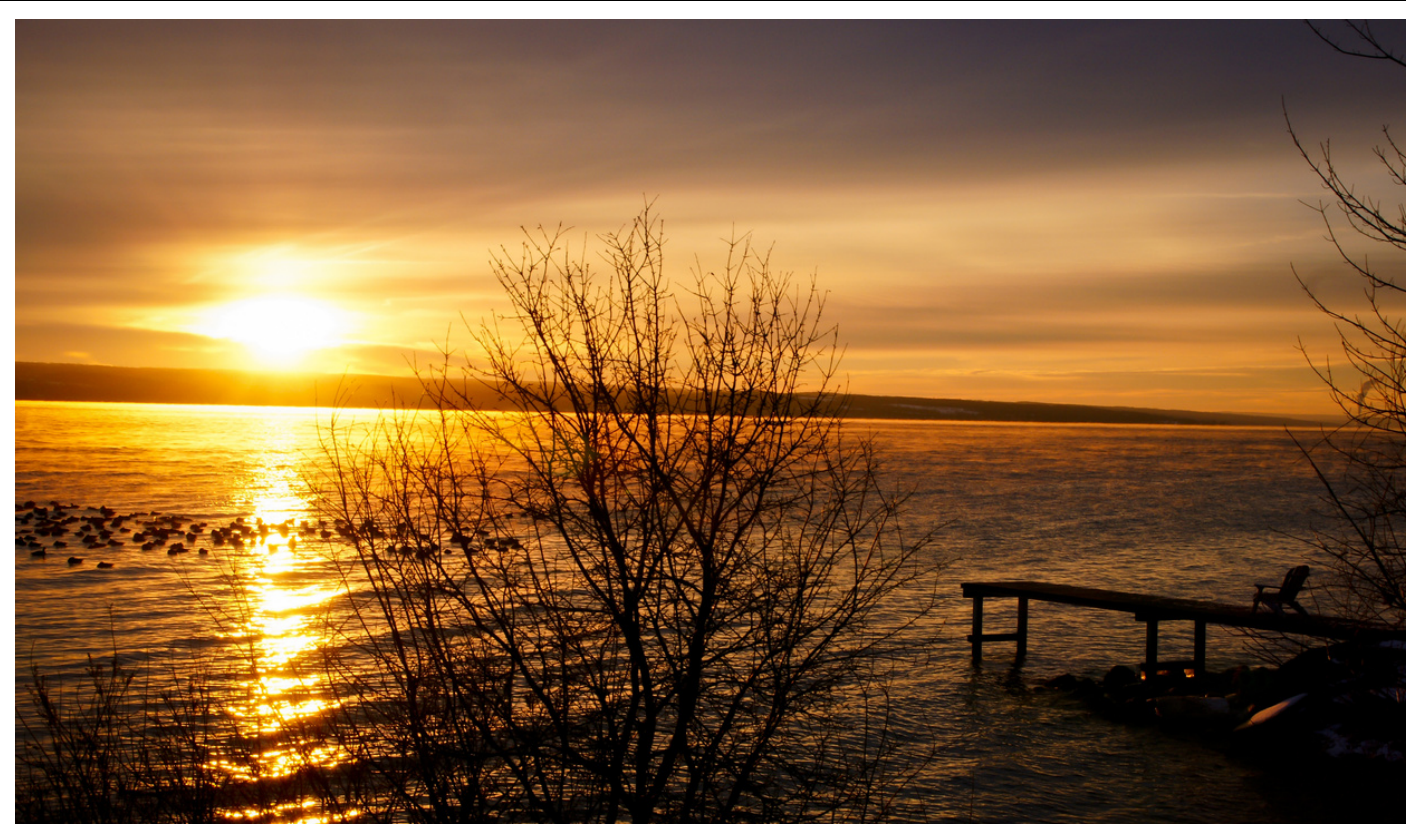
Write down what you know about your client's lifestyle:

- What kind of neighborhood do they live in?
- Where do they like to vacation?
- What do they like to do in their spare time?
- Where do they shop for clothes?
- Where do they shop for their groceries?
- What are their favorite places?
- What kind of car do they drive?
- Are they a homeowner or do they rent their home?
- What are their interests or hobbies?
- Do they read? If so, what do they like to read?
- How do they spend their free time?

Ideal Client Profile ~ Motivational Characteristics

Write down what you know about what motivates your client:

- What are their hopes and dreams?
- What are their fears and frustrations?
- How do they get their information?
- What social media do they use?
- What do they discuss with their spouse?
- With do they share with their close friends?
- With do they talk about with their colleagues?
- What do they wish they had or had more of?
- What do they want less of in their lives?
- How do they make their buying decisions?



Complete Your Ideal Client Profile

Combine the Personal, Professional, Motivational and Lifestyle Characteristics you've listed to create for your ideal client profile.

The lists you've compiled summarize your understanding of your ideal client and can now provide you with a focus for creating your website, your social media pages, writing your copy, crafting your offerings and designing all of your marketing material.

Here's a Sample Client Profile

Personal-Lifestyle Characteristics Summary:

- Female 30 – 40 years old
- Married 10 – 15 years
- Household Income >\$150k
- 2 children (between the ages of 4 – 11 years)
- Gym 3x per week (doesn't always have time)
- Passionate about helping others
- Enjoys recreational sports (skiing, golf, and tennis)
- Likes entertaining and loves to travel
- Values spending time with family
- Values taking care of the environment
- Bubbly personality, positive attitude
- Believes she can make a difference, a positive impact

Professional Characteristics Summary:

- Instructor in Adult Education
- Works 35-50 hours a week
- Earns \$65,000+
- Accounting designation
- Excellent teacher. Good connection with students
- Feels work demands take her away from family too often

Motivational Characteristics Summary:

- Dreams of building a meaningful business where she can make a difference in the lives of her clients
- Goal: To start her own consulting business
- Wants more money to spend on travel and save for her kids' education
- Frustrated with balancing the demands on her time
- Fears taking financial and professional risk
- Active user of Facebook and LinkedIn
- Before making decisions, she researches thoroughly
- Gets most of her information searching on the web
- Wishes she had the time, skills and confidence to start her business today.



KEY #2

KEY 2 ~ IDENTIFY THE PROBLEM

There are only 2 great motivators in life: Fear and Desire.

If you're going to create products and services that motivate people to invest in you and what you have to offer, tap into what's going on with your ideal client right now that makes them need your services or products.

Carefully consider the questions and **write down the answers:**

- What's their biggest source of pain?
- What do they wrestle with on a regular basis?
- What keeps them awake at night?
- What are their biggest fears?
- What's the biggest danger they see?
- What's the biggest danger they can't see yet?
- What are their greatest opportunities?
- What are their deepest desires?
- What hopes and dreams motivate them?





KEY #3

KEY 3 ~ IDENTIFY POWERFUL MOTIVATING FEELINGS

How does your ideal client feel right now that may be an opportunity for you to share a solution?

**Write down as many emotions as you can think of.
Here are some examples to get you started:**

- Frustrated
- Overwhelmed
- Exhausted
- Immobile
- Fearful
- Unclear
- Unmotivated
- Misdirected
- Angry
- Ineffective
- Powerless
- Paralyzed
- Uninformed
- Depressed
- Undervalued
- Unfulfilled
- Bored
- Bland
- Hurt
- Devastated
- Weak
- Helpless
- Defenseless
- Incapable
- Dependent
- Anxious





KEY #4

KEY 4 ~ UNDERSTAND WHY THEY SHOULD CHOOSE YOU

What transformation do you promise? How can your client expect to be transformed after they work with you, buy your books, programs, services or products?

1. What is the result they can count on?
2. What do they become?
3. How do they benefit? What do they gain?
4. How does their future life change as a result of your work?
5. How do you help your client solve their problem?
6. How do you help them overcome their challenges?

Write down as many benefits and results as you can think of.

Next, answer the following questions:

What makes you unique?

What makes working with you a positive experience?

Why are you a better choice over the next service provider or something they've already tried?

What are five words or themes you want your clients to think of when they think of you or your business?





CONGRATULATIONS!

You now have a fully complete **Ideal Client Profile** and if you've gone through this entire exercise, you also have a clear understanding of how you best serve them too.

Take The Next Step:

Now that you're armed with some very powerful information, visit your website and your social media pages. Take a look at them and read the copy through the eyes of your ideal client.

Ask yourself some important questions:

Does your website make your potential client stop and feel that your business 'Gets' them?

Does your Business Page confirm that you are undoubtedly the right service provider for them?

If the answer is no, try to incorporate your ideal client more deeply into the wording on your pages.

Can you be more clear about the most pressing problem you solve with your products and services?

Can you write about that in a more powerful and compelling way?





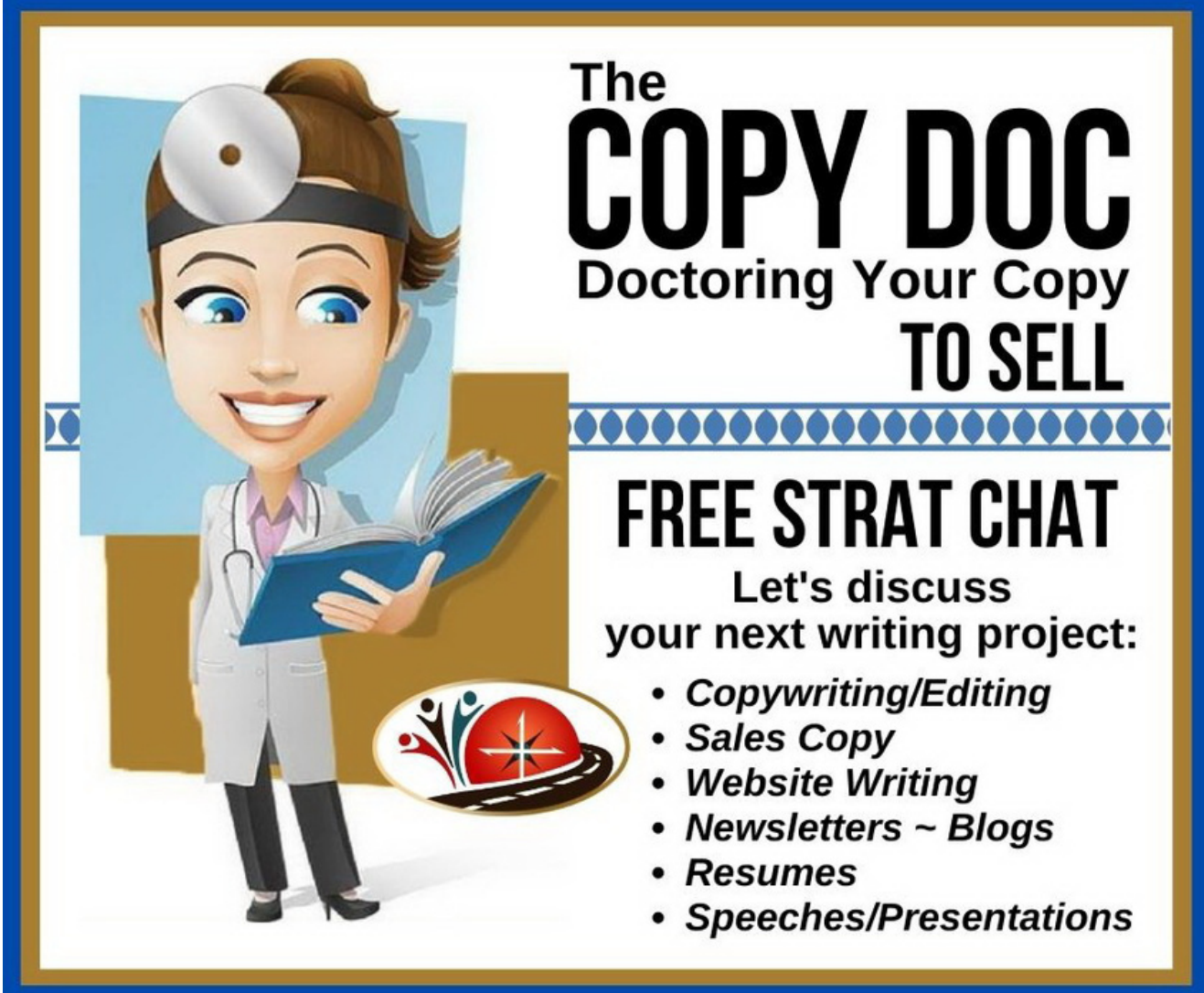
BONUS KEY: AN INVITATION

You'll attract your ideal clients by letting them know how much you care about helping them solve their problems and overcome their challenges.

If you'd like help in finding the best words to convey that message powerfully and in the most compelling way on your website or social media pages, I invite you to connect with me personally.

Let's have a conversation about how we can make your forward-facing marketing represent you and how you best serve.

Creating compelling copy is something I absolutely love to do.



The
COPY DOC
Doctoring Your Copy
TO SELL

FREE STRAT CHAT
Let's discuss
your next writing project:

- Copywriting/Editing
- Sales Copy
- Website Writing
- Newsletters ~ Blogs
- Resumes
- Speeches/Presentations



Until then, keep creating Your Masterpiece.

Andrea Raco, HBA, CPC

Success & Life Enrichment Coach, Copywriter & Editor

About the Author:

Andrea Raco, is a Certified Success and Life Enrichment Coach, Founder of Coach for Life, and Curator of Gold Key Club ~ a private community for Ladypreneurs, Supermoms, and Sisters making a difference in the world.

For more information about her services and programs find her on Facebook visit www.coachforlife.ca or contact her via e-mail: andrea@coachforlife.ca.

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