

Your Ideal Client Worksheet

Use the instructions provided to lead you to envisioning your ideal client. Ultimately, this will give you a map to help you decide which products and services to offer, how to market your business, and the specific impact you want to make in others' lives.

BRING FORTH YOUR LIFE VISION

Take a moment to connect to your heart and bring forth the vision of you living your highest life, one year from today. Let yourself reconnect and recall that amazing vision. Step into it and imagine that you are already living that life

1. Describe the vision for your life one year from now:

<p>What does this vision of your life look like? What gifts are you sharing? Which areas of your life have transformed? What's noticeably different about your life one year from today?</p> <p><i>[Your vision]</i></p>
<p>What is the specific feeling you would feel, if you were living that vision right now?</p> <p><i>[The feeling]</i></p>
<p>What is your life purpose?</p> <p><i>[Your life purpose]</i></p>
<p>How does it feel knowing this is your life purpose? What is the specific feeling?</p> <p><i>[The feeling]</i></p>
<p>Looking deeper into your life vision, what kind of people are present in this extraordinary life? Describe the kind of people that surround you. Let yourself see the kind of people that make it possible for you to live out your life purpose.</p> <p><i>[Your description of the people in your life]</i></p>



ATTRIBUTES OF YOUR IDEAL CLIENT

Move deeper into the vision of the specific clients you'd like to attract into your life. Identify specific attributes of your Ideal Client. Let yourself be free to paint a picture of who your Ideal Customer would look like, act like, be like. Imagine the kind of person you'd want to get out of bed each day inspired and excited to be supporting, and describe that person in the space below.

Consider the following questions and list your answers below:

- What are the attributes of people who inspire you? Motivated, courageous, tenacious? Giving, willing, open?
- What words would you use to describe them? Passionate, committed, excited, hopeful, successful?
- Who are they? How old are they? Allow yourself to imagine where they live. What do they wear? What do they think? What do they believe?
- What are their qualities and characteristic?
- What are their outside interests? Are they interested in spirituality, new age, the Internet, yoga? Might they be interested in cooking, exercise, religion, sports?
- What do they do for fun? Do they meditate, read, write, hike, entertain, study foreign languages?
- What are their gifts that they want to share? What are the gifts that they deeply want to bring into the world? How do the people that inspire you want to make a difference?
- What do they want to know is true about them?
- Just imagine – what job or jobs might they be in now? Where do they work? What might be the things that they do?
- Allow yourself to see – how do they treat you?
- How do they show you – through their behaviors and actions – that they respect you, your gifts, and the services you provide? Are they on time with their appointments? Do they fulfill certain commitments?
- What do they tell others about you, your products, your services, and your business?
- How often does your Ideal Customer refer new business to you? And what kind of business do they refer?
- Now allow yourself to see – what your ideal clients are willing to pay you. What are they willing to pay you for your products, your services, your time, and your talents?
- And allow yourself to see – what are the changes your Ideal Customers report after having worked with you, your products, your services, or your business for a while? What has become available to them?
- Now notice – what kind of person would your customers have to be to create that kind of change in their own life? Would they have to be committed, courageous, spiritual, inspired? To produce the kinds of benefits you'd like your clients to experience – what kind of person would they have to be?

2. Identify the specific attributes, qualities, characteristics, and behaviors of your Ideal Client:

List the attributes below.

- *[Your list]*

Go through the list and remove anything you don't want.

THE NEEDS AND DESIRES OF YOUR IDEAL CLIENT

Consider the Ideal Client you described above and let yourself imagine – what are their urgent needs, concerns, desires, pains, and problems? What is it they really need? What would *they* say they really need? Get into the mind of your Ideal Client and explore what is truly important to them.

Use these questions to help you identify the needs, desires, pains and problems for your Ideal Client:

- What is important to them in their life? Their family, their self-expression, their contribution, their success? See what is important to them.
- What are the things they crave? What is it they desire? What do they find themselves wishing and wanting for?
- What have they struggled with in life? Allow yourself to imagine what they might have struggled with over the course of their life – in money? In relationships? With abundance? With their health? With communication In business? What has been challenging for them in the past or present?
- What have they overcome in their life? Where in their life did they make lemons into lemonade? Where have they turned a difficult situation into blessing?



- What have they accomplished in their life? Let yourself see the moments of great accomplishment – when they felt proud to be who they are. Let yourself see how important those accomplishments were to them.
- Why do they get out of bed each morning? What is the number one reason? What brings them light and inspiration?
- In their current life, what do you imagine are their number one challenges? Which obstacles are responsible for causing them stress, worry, anxiety and struggle? What do they worry about? What do they complain about? What do they want more of?
- And how does it feel for them to think about these challenges, unmet desires and struggles? Allow yourself to see how it costs them emotionally.
- What are the other costs of these challenges, unmet desires and struggles? How do these challenges cost them success, intimacy, peace, love, joy, energy?
- If your Ideal Client were to spend \$1000 right now on one of these challenges, which challenge would they invest in?
- What gift would your Ideal Client like to share from your heart?

3. List the needs, desires, concerns, worries, and priorities of your Ideal Client below:

<p>List the needs and desires:</p> <ul style="list-style-type: none">• <i>[Your list]</i>
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Go through the list and remove anything you don't want included.

WHAT YOU WANT YOUR CLIENTS TO EXPECT OF YOU

Look deeper into the vision of your relationship with the Ideal Client you describes above, and consider what you would *want* them to expect of you. Again, this is your vision, so don't put anything on the list that you *don't* want your clients to expect of you.



Consider the following questions and list your answers below:

- What do you want them to expect of you?
- What do they expect from you and your products?
- How do your Ideal Customers want you to treat them?
- What do you want them to want you to know? What do you know?
- When you meet or interact with them, what do they expect of you? Do they expect you to be on time, focused, well rested, present?
- What kind of relationships do they expect you to have? Again – this is what you want them to want. Family relationships, primary relationships, friendships, community relationships?
- What other attributes do they want of you? Do they want you to be a leader, an expert, confident, open-hearted, practicing what you preach?
- Do they want you to be successful? How successful? How do you want them to define your success?
- How do they want you to feel about them? Motivated, inspired, excited, hopeful?

4. Identify what you *want* to have your clients expect of you:

List the expectations you want your clients to have of you:

- *[Your list]*

Go through the list and remove anything you don't want included.

YOUR MARKET VALUE STATEMENT

The goal of the exercise you just did – visioning out the attributes, needs and expectations of your Ideal Client - is to help you start formulating a target market and a market niche. Together these two things make up your Market Value Statement.

The idea is not to settle on just any target market and niche, but a target market and niche that you are authentically drawn to.

What is a target market?

Your target market is the audience of your business. Since every business fulfills some kind of need or desire, it's important to consider to *whom* exactly you are intending to connect and give your products and solutions.

Your target market essentially is your Ideal Client.

It is your Ideal Client described in a succinct, concise way that enables you to find them in the world. Your target market is some combination of several characteristics:

- Demographics (gender, age, income level)
- Field/industry (high tech, health care, retail sales, restaurants, spas, educators, etc.)
- Job/position (CEO's, sales, people, accountants, health professionals, mid-level managers)
- A common focus (career changers, people in mid-life transition, new business owners, people seeking health and wellness, etc.)

Why is it important to have a target market?

- Helps you know how to advertise and network
- Helps you attract the correct people

How you describe your target market should be written in some way that other people can understand and identify with. It should be crystal clear to others who it is you are talking about.

The target market should be clear and concise. Here are some examples:

- Mothers in their 20's and 30's going through a divorce
- Executives in the financial services industry who want to get a CEO job
- Solo-entrepreneurs who struggle with trying to do everything themselves
- Middle-aged men who want to save their marriage

5. Create your target market:

<p>List some possible descriptions of your target market.</p> <p>• <i>[Your list]</i></p>
<p>Identify your top three favorites from the list above.</p> <p><i>[Your list]</i></p>
<p>The one you like the best (for now).</p>

[Your list]

It doesn't have to be perfect. Just get something you can work with for now. Over time, you will find the market that really works for you. Also, your target market can change over time, so don't feel like you have to be married to it forever.

Now that you have a target market, consider your market niche.

What is a niche?

It is the “specific value your business provides” to your target market. It is the answer to the question, “*what* is the specific benefit you provide your target market?”

It typically addresses:

- A *specific* result or benefit that your customer can achieve through your business
- A *specific* problem that your business solves

For example, your target market might be:

Solo-entrepreneurs who struggle with trying to do everything themselves

So, the answer to the question, “*what* is the specific benefit you provide to them?”

Hence, the niche might be one of these:

- **Help them build a financial plan that supports them in effortlessly hiring their first employee**
- **Support them in building key partnerships that double their revenues, while reducing their work-load**
- **Provide a step-by-step process to organize, automate, and systematize their administrative process, so they are free to do the things they love**

6. Create your market niche:

List some possible descriptions of your market niche. What is the specific benefit you provide to your target market?

- *[Your list]*

Identify your top three favorites from the list above.

[Your list]

The one you like the best (for now).

[Your list]



It doesn't have to be perfect. Just get something you can work with for now. Over time, you will find the niche that really inspires you. Also, your niche can change over time, and you can develop several over the course of your business. So don't feel like you have to be married to it forever.

Combined together, your target market with your niche, you have a powerful **Market & Value Statement**.

It has the following structure:

My business support [your target market] in [your niche].

Examples:

My business supports solo-entrepreneurs who struggle trying to do everything themselves to build a collection of key partnerships that double their revenues, while reducing their work-load.

My business supports busy mom's by delivering fresh, delicious prepared meals to her door every night.

My business supports hard-working people who love their homes, have a tranquil, beautifully landscaped yard to come home to each day.

What are the benefits of having a Market & Value Statement?

- You'd be very clear about what you're doing and what services you provide
- It helps you make decisions – creates the roadmap
- You can let your client know – so they can see if you
- You know who they are
- You know (or can find out) out where to find them
- You and your business can become an expert in that field
- You are seen as an expert
- People can find you
- It builds confidence
- You know what you do
- It creates focus on every aspect of your business – the products, the services, your marketing, etc.
- You become highly knowledgeable and valuable in your area of expertise
- It's highly attractive to be specific

When you identify who you want to work with – an what kinds of attributes, interests, and behaviors they possess, you give yourself several powerful gifts:

- (1) When you are clear about whom you want to work with, everything about you will attract exactly those people. This shift is both conscious and unconscious.

- (2) When you have a clear picture of who the ideal people are that you'd be excited to work with, then you enable yourself to better understand their wants and needs.
- (3) As you understand their wants and needs, you get to choose which of their wants and needs would be most fulfilling, engaging, and empowering for you to help them discover.
- (4) You get to provide real value to people that you are inspired to spend time with.
- (5) You get to grow in a direction that your heart authentically wants to grow. Thus, you become more and more aligned with your "higher path."
- (6) Having all this clarity makes it easy to find customers, as well as to communicate with them in a way that is interesting and compelling to them.
- (7) When you know who they are, you can find them. Thus, you can effortlessly build a successful business doing the work you love with customers that inspire you.
- (8) When you are clear about who you are inspired to serve, and what it is that you helping them create or discover – then you get to arm yourself with passion – where the heart and head can align, join forces, and ensure that your whole being is driving in the same direction.
- (9) Now that you understand who your customers are, what their needs are, how to find them, what value you bring to them – and you are filled with the passion to move forward – now you are filled with confidence – pure knowing that what you are bringing to the world is important – pure knowing that you are the best person to bring it forward.

7. Create your Market Value Statement below:

<p>List some possible descriptions of your Market Value Statement.</p> <p style="margin-left: 40px;">• <i>[Your list]</i></p>
<p>Identify your top three favorites from the list above.</p> <p style="margin-left: 40px;"><i>[Your list]</i></p>
<p>The one you like the best (for now).</p> <p style="margin-left: 40px;"><i>[Your list]</i></p>

It doesn't have to be perfect. Just get something you can work with for now. Over time, you will find the Market Value statement that really sings to you.