

Ideal Client/Customer Profile

Their Age:	Gender:	Marital Status	Children & Ages:	Level of Education
Where they live:		Annual Income:	Occupation:	
Other pertinent info:				



Their Goals and Values

Goals:

Values:

Their Hangouts, hobbies, what they read, their interests etc.

Their Challenges and Pain (that your service/product eliminates)

Challenges:

Pain:

How they buy and their objections

Objections to buying:

Their role in buying:

A customer profile or 'avatar' is essential. Think about your **ideal** customer, the more detailed you can get the better. This should be your first step before you undertake any kind of marketing, add content to your blog or put your sales plan together. We tend to use "customer" and "client" interchangeably but "client" is preferred because it implies an ongoing relationship rather than a one-time transaction. Your goal should be to foster long term business relationship with your clients.

Your prospective client's income, hobbies, interests, and hangouts, helps you determine where you might find them and the right media to use to market to them.

Give serious thought to how your existing client's buy. Is this true of all or a high percentage? Do you close a sale on the phone? In person? Online?

Consider how your product or service helps your clients. What is the result? What are the pain points or challenges your product or service eases or eliminates? Tip: if you discover your products/services don't address these issues you will need to change or create new offerings which will. You can have more than one type of ideal client. Complete a profile for each.

Spending time to build a solid ideal client profile will help you decide where and how to market your product/services. It often also creates cross-marketing opportunities you may not have seen before. For instance, a baker jointly marketing with a wedding photographer. A lawn care company adding landscaping services.

Once you have a clear idea on who your ideal clients are the next step is to figure out where they are and tailor your marketing to them.

