

WHO AM I MEANT TO SERVE

The key to determining your ideal client

In branding and marketing, the process of answering a set of questions about who you are serving in order to understand them better is called a "Customer Profile, Ideal Client Profile or Customer Avatar (CA)." In order to create products and services that those you are called to serve need, it's extremely important that you know them like the back of your hand. Because of this, highly successful businesses will usually keep three different profiles on file that represent each of their customer "types" and go through the process of updating them every 3-6 months.

Let's get started. First, think accross your past to people you have most enjoyed working with or helping. Next, keep them in mind as whole while you pull pieces from each to create a whole picture. When done correctly, from the perspective of your ideal client, you should end up with a story of your ideal client that you could sell to someone else as real person.

Are you ready? Let's go! (Remember it's your target client that is talking here)

Hello, my name is _____. I have _____ colored eyes and _____ hair. I am _____ years old and have been _____ (married/single/widowed/divorced) for _____ years. I (do/don't) have _____ children. They are _____ years old. I live in _____ (city/state). Currently, I _____ (own/rent) my home. I've been living here since _____, I am originally from _____. I attended school through _____. I have or think I'd like to have a degree in _____.

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I work as a _____ and during a usual day I spend most of my time _____. My current work and position make me feel _____.

If I had to pick three attributes I value, they would be (community, authenticity, independence, integrity, honesty, etc. etc.):

1. _____
2. _____
3. _____
4. _____
5. _____

People who describe me say that my personality traits are (creative, truth seeker, difference maker, cooperative, team player, etc.):

1. _____
2. _____
3. _____
4. _____
5. _____

Some of my favorite TV programs or channels include

_____, _____, _____. People I look to for inspiration and influence or people I follow are,

_____, _____, _____. Three of the best authors or books I've ever read are _____,

_____, _____. When I'm listening to music I will most often choose _____ (genre) and my

favorite current artists are _____, and

_____. In my spare time I enjoy _____, _____ and _____ hobbies.

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On my birthday, I choose to do the following things _____,
_____, _____, and I often pay good money for
_____ or _____.

When I wake up in the middle of the night or have a hard time
sleeping, it's because I'm thinking about _____,
_____, or _____.

My greatest fear is _____, I'm also afraid of not
knowing enough about _____.

A perfect solution to the problems and worries that keep me up at night would
look like this:

I often Google or search the internet for the following phrases

I hate having to do things like _____,
_____, _____.

If I had the perfect life, I would describe it like this:
