



## YOU'RE IDEAL FOR YOUR IDEAL CLIENT

*"Focus on the people you want to attract to your business and they will come."*

**Christine Joy**

*"I only work with people that I deeply love, respect, admire, and that I intuitively know that we're souly connected to get their gifts/strengths/talents out there into the world. This is my non-negotiable – and that is who shows up in my life."*

**Jenn Walker**

### IDEAL CLIENT AVATAR

#### **CLARITY:**

Alignment with your niche and your ideal client avatar is key to market yourself and communicate your services effectively and confidently.

More importantly that marketing, clarity and alignment with your niche and ideal client will be your main driver. It's in your heart, and when you lead with your heart you tap into powerful juju that has access to higher states of creativity, possibility and resourcefulness.

In short, the Universe rewards people that love what they do and do what they love.

#### **CREDIBILITY:**

Having credibility in the service you provide is essential to attracting our ideal client.

What makes you credible as the ideal solution for your dream client?

- Is it your life experience and a challenge you've successfully overcome?
- Is it your professional experience and/or specialized knowledge?
- Or is it proven results that you help your clients achieve?

Marketing is as much about attracting your ideal client as it is **about repelling your non-ideal client.** Describe your ideal client, coming up with your ideal customer avatar. This will help you target all marketing messaging going forward. When writing a post or doing a video, speak with your customer avatar in mind. Help and add value to what they need. Make offers to what they want.

Think about your best clients and what they have in common. What type of person gets the best results with you? What problems do you solve for people? Often we've been our first coaching/consulting clients (it's you 3-5 years ago).



**Paint a vivid picture of your ideal customer avatar here:**

What is their name?

What is their gender?

How old are they?

What do they do for a living?

How much money do they make?

Where do they live?

Are they a traveller or homebody?

What's their story?

Are they physically active? What do they do to nourish their mind/body/spirit?

Are they married (how long), have kids (how old), and pets (what and how many)?

What do they do for fun? What do they love? Hobbies?

What is most important to them? What are their values?

Favourite mottos, saying or quote?



Favourite books, magazines, blogs, websites, gurus?

What do they want?

What is stopping them?

What are their fears?

What are their greatest frustrations?

Do they know what they really want to do?

What is it?

What's their community like/friendships/support system?

Why have they not done this before?



Have they tried and failed before? What have they tried?

Why have they been hiding?

What's their relationship like with their family?

What do they think about the most?

Anything else we should know?

What do they need to hear right now? What do you want to say to them?

**GET FURTHER INTO THE HEAD AND HEART OF YOUR IDEAL CUSTOMER  
AVATAR**

**People buy from you when they FEEL heard and understood.**

What keeps them up at night?

What are their biggest pain points/challenges?



What are their biggest desires/goals?

What do they need help with the most?

What are their blind spots (what they don't know they don't know)?

What are they afraid of the most?

What would they do anything for and pay anything to have?

What are the top things they need the most to get the results they desire?

What are the results/benefits that people get from working with you?

How do they currently feel and how do they want to feel?

Why MUST they do this work with you?



What will their life look like if they don't do this work with you?

### THE RESULTS CLIENTS ACTUALLY BUY:

This is BIG!!!! When you think about your marketing message your going to talk about the “destination” over the “transportation”. An example would be: You're going on a trip, you book a flight to Belize. The transportation is the flight, how you get there, but you bought being in Belize, and how you'll FEEEEEEEL in Belize. If you're a coach or consultant, were most people go wrong is selling the “transportation”. No one buys “meditation” or “coaching”, they buy “freedom”, they buy “abundance”, they buy “ease”. What are you selling? Below is what people actually buy.

HEALTH – Attain Fuller Health and/or Escape Physical and Emotional Pain

RELATIONSHIPS – Find a Partner, Better Connection/Intimacy, More Sex, and/or Escape Pain/Conflict

WEALTH - Save Money and/or Make Money

LIFESTYLE – Save Time, Save Effort, Increase Comfort and/or Cleanliness (Organization/Minimalism)

**Example:** In my program the “transportation” is mindset and emotional mastery, marketing and sales (try to sell that – nooooooot sexy!). The “destination” is SAVING A LOAD OF TIME, EFFORT AND MONEY ON WHAT DOESN'T WORK, AND GETTING AN EASY AND SIMPLE WAY TO GET OUT THERE AND MAKE A LOAD OF MONEY FOR YOUR MAGIC! SIDE EFFECTS INCLUDE: ESCAPING EMOTIONAL PAIN OF TRYING TO FIGURE IT OUT ALL BY YOURSELF, VIBRANT HEALTH (BECAUSE I'M BIG ON SELF CARE IN BUSINESS). So my program is a Health, Wealth and Lifestyle program, but best to choose ONE TO THREE MAIN RESULTS to focus on when marketing. Mind are: Make Money, Save Time and Escape Emotional Pain of doing it all yourself.

Your Turn!! What **Results** do your clients buy from your service? What's the **destination** you're getting them to?

- 1.
- 2.
- 3.



COACHING

## Positioning Yourself as the Solution

**Finish these sentences:**

Do you sometimes struggle with...

Do you have a tough time...

Do you want...

### **How to talk about your business and yourself?**

I help (ideal client) with (what) so that (results).

*E.g.) I help amazing coaches and consultants with their business so that they get the clarity and confidence to make the cash and contribution they were meant to make.*

**Your Turn:**

My superpower that separates me from the other (your competitors) is that (what makes you different – your Strengths from Supercharge Yo' Strengths) and because of this my clients experience (results that clients actually buy)

*E.g.) My superpower that separates me from the other business coaches is that I see people's future, dreams and desires and connect the dots with a strategical and intuitive approach, and because of this my clients experience saving time, money and effort to get to their impact and income goals.*

**Your Turn:**