

IDENTIFYING YOUR IDEAL CLIENT

Congratulations for downloading your ideal client identification guide!

You know, as a speaker, trainer, coach, or course creator, it's okay to teach content that suits more than one category of people, but until you know **how your ideal client talks about his or her problems** and unless you adapt your content to those issues, you will not have the desired results.

The main reason why it is worth making significant efforts to define your specific ideal client is that you will have **FOCUS**.

Focusing your efforts on an ideal client may seem a little strange... but that ideal client is not really just one individual. There are thousands like this "ideal customer", so you are **NOT** limiting your options.

Instead, you are giving yourself the gift of **FOCUS**, which means you can get **specific information about the stories you tell in your lessons, events or courses**.

You will know which stories are appropriate and which are not.

You will know what to research, what to read, what to listen to.

And, just as importantly, you will know what **NOT** to research, read or waste your time on.

You also have the **FOCUS** to become an **EXPERT** in one area.

Many people fear that choosing a niche will cost them money.

This is a big concern that people have when it comes to choosing an ideal client avatar who they will serve.

But guess what?

Your ideal client offers you **FOCUS** to become an expert. And guess who makes more money? A generalist or a specialist?

If you are a speaker, you will be able to charge **higher fees**, because you become a well-known expert in your niche.

If you are an **expert**, then you will be able to ask for a double, triple or even higher price than what a generalist can ask for.

This is a **huge WHY!**

When you focus on **ONE DIRECTION**, you earn **MORE** money!

And in addition, you will be able to help your audience **better, deeper and more meaningful!**

When you target a specific audience, your Ideal Client feels heard, understood and begins paying attention to what you have to say.

This will make a huge difference and will help you **stand out** in your industry!

Take your time and fill out this practical guide. It will help you figure out who you are serving and therefore... how to build your message from now on! This will bring **clarity** and help you a lot in your business **long term!**

Let's do this!

IDENTIFYING YOUR IDEAL CLIENT

It's time to find out who they are, what they look like, how they feel and what defines them. Fill in the answers as specific as you can. I suggest you write the answers directly in this pdf and keep it handy, because you will need to use it often. Also keep in mind that you can always come back and add more details later.

This exercise will help you determine your ideal customer's characteristics, personality and other specific details. Most people will tend to skip this step because it takes effort and time, but please... don't skip it. Understanding who your ideal clients are and how you can best help them is essential to growing a healthy, engaged and profitable email list. Enjoy!

A SPECIFIC PHYSICAL PICTURE OF YOUR AVATAR

His/her name: *(I know, it may seem silly, but trust me, it helps!)*

Who is your ideal customer?

Gender:

Age:

Marital status:

Do they have kids? If so, how many and how old?

What type of education does she/he have?

Where does he/she live?

What do they do for a living?

What do they look like? (Be specific - hair/eye color, height, weight)

WHAT THEIR PERSONAL LIFE LOOKS LIKE

What hobbies do they have?

What does a regular day in their life look like?

WHERE YOU MIGHT FIND YOUR IDEAL CLIENT

What type of books do they read?

What are their favorite blogs to read? Podcasts? Why do they like them?

Where do they hang out online? (Instagram, Facebook, Pinterest, TikTok, Email inbox?)

What specific Facebook group might they be part of?

What person or people do they love to follow online and why?

Who or what inspires them?

LISTEN TO YOUR IDEAL CLIENT

What is their biggest problem?

What are their frustrations?

What dysfunctional thoughts might they have, what limiting beliefs?

What keeps them up at night?

What are they worried about?

What aspirations do they have?

What hopes do they have?

What is their biggest dream?

What emotions and fears?

What do they really want?

What do they need? Do they know what they need?

Do they already know they need what you have to offer?

What are their thoughts about your solution?

What types of products is your Avatar buying?

If they could wave a magic wand what transformation would they want?

After the transformation, what do they want others to see in them or say about their transformation?

Where do they need a boost in their confidence in order to make a step towards that transformation?

How aware of their potential are they? Sometimes, there is no point to tell them that they can change their life if they don't believe in themselves and have a lot of limiting beliefs about what they can accomplish. In marketing, sometimes all you will need is to just tell them about ONE small STEP which they can believe they can make.

What are some habits and/or problems that they are aware they want to change?

RESEARCH - THE OLD YOU

Understanding yourself a few years back is vital in communicating effectively with your ideal client. Your personal story will be something they can immediately relate to.

What are the words YOU used back then (before the transformation)?

What worries did you use to have?

What products or solutions were you looking for?

What were you (or were you NOT) aware of?

Ask yourself, "If someone looked at the person I was 2, 3, 5, 10 years ago, what would they write in their blank document about me?"

What are some moments when you had your back against the wall?

What kept you up at night?

What were the AHA moments or big “eureka” breakthroughs you had?

What were your struggles? Your nightmare scenarios?

Were you confused about anything in particular? Did you have specific roadblocks in your way?
When did you feel anger, shame or guilt?

Were there doors or opportunities that used to be blocked but are now wide open for you?

Was there someone with you?

Did you have a certain dialogue that you could write down?

What exactly happened that made you change or transform?

NEXT STEPS...

Now it's time to learn your ideal client's language and use it in your sales message.

Go to the places you have identified in this guide - where your ideal client spends his/her time (on the platforms and in the groups they hang out).

So, stay curious to learn more and more about your ideal customer, use a blank document to save the words they use, the questions they ask and how they talk about their needs, desires, dreams, problems, pains - related to your product or your service.

I know, it takes effort. But you can do it and it will be worth it!

Stay connected to valuable resources about growing your email list and your online business.

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