

**HOW TO**

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FIND YOUR IDEAL CLIENT

In any business, it is imperative that you know who your ideal client is. The ability to 1) discover your customer type 2) sell them your services or products and 3) satisfy them so that they are likely to make future purchases should be the central focus of any business activity. So, the greater knowledge you have of your ideal client, the more likely your marketing efforts will end successfully.

It is often a transitional moment when a business's ideal client has been discovered, as this usually signifies that a business's niche has been identified. This is key. Once a business's unique selling point is known, the next step is in understanding WHO to sell to.

Though it can be tempting to think that everyone needs your product or service, in reality, working with this assumption can be detrimental. In trying to appeal to everyone your business is, essentially, doing a disservice to your actual ideal clients. As a result of this, your business will only attract customers that your product/service isn't intended for.



There are many great tools and strategies that can help your business to figure out your ideal target audience. These can include:



### Know your client

It is vital to be aware of who your current audience is. In order to understand your audience, it is a good idea to pay attention to demographics such as:

- Age
- Occupation
- Location
- Interests and Hobbies
- Gender
- Level of Education

In understanding these basic details about your client base, you can start to target your marketing efforts.



### Know your product/service

Equally as vital is to know what you are offering your clients AND have a solid understanding of your business. Think about your business from a clients point of view – try writing down things such as.

- What problems do you solve?
- Why should people buy from you instead of your competitors?
- What sets you apart?
- Who benefits from your product/service?

Be honest here – ask yourself who and why clients will actually find value in your offer and not who you want them to be – subtle difference but important to know the distinction.



### Know your goals

Once you know what your client wants, look at what your business wants i.e., its goals.

- Are you happy with the current client type?
- Are you targeting your desired client type appropriately e.g., you have been working with small businesses but want to work with larger ones?
- What are your retention rates like i.e., do you have repeat clients or do they buy just once
- How many customers complains are you getting – re you able to resolve them quickly.

If the answer to these questions is 'no', then maybe you should shift your focus and look to target a different client audience.



### **Know who/what are your problem**

Knowing what caused past major mistakes and successes with previous or existing customers will definitely help you to narrow your focus.

- Were there any common issues
- Was there an element of miscommunication or were you over promising?

Sort through your past common client interactions and pull out what you can. That information will be incredibly valuable in the next step.



### **Build a Customer Profile**

Research done (tick), client identified (tick) time well spent (tick). You are now ready to build your client profile with all the nitty gritty information about who exactly you are trying to target.

Now go back to the first point above – know your client - and you will be able to answer those basic questions. Now put it into action and get to these all-important clients!

Knowing, changing, and building your business can feel like an overwhelming and ever-changing challenge. Follow these easy steps and the process will be straight forward and easy to master. This should allow you to continue to evolve and remember to innovate so that you stay one step ahead of your clients.

Identifying your ideal customer can seem like an overwhelming and daunting task. However, it's an important step in growing and improving your business, and with these five steps, the process doesn't need to be overly complicated. Follow along and you're well on your way to not only reaching new customers—but the right ones.



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