



FINDING YOUR **IDEAL CLIENTS**

STEP 1 - Who Are My Typical Clients

Who is my target market?

What do they look like? (age/sex/business type, etc)

What are their biggest pains?

Why do they buy from me?

What are their biggest objections/concerns prior to buying?

STEP 2 - Identify My Ideal Clients

Who have been my best customers? (spend the most, highest LTV, etc)

How are they different than my typical clients? (age, sex, business type, interests, etc)

Do they buy different products/services, or in different quantities? If so, why?

How are their goals/motivations for buying different vs typical clients?

How are their objections/concerns before buying different vs typical clients?

STEP 3 - Identify My Bad Clients (who need firing!)

Who have been my worst customers? (spend the least, highest refund rate, etc)

How are they different than my typical clients? (age, sex, business type, interests, etc)

Do they buy different products/services, or in different quantities? If so, why?

How are their goals/motivations for buying different vs typical clients?

How are their objections/concerns before buying different vs typical clients?





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STEP 4 - How To Attract More Ideal Clients (Given the answers in step 1)

Where do my ideal clients hang out?

How do my ideal clients like to communicate?
(e.g different media types and communication styles)

How should our marketing messages be different to attract more ideal clients?

How should our sales conversations be different to attract more ideal clients?

What would be a more effective sales or buying process than what we currently use?

STEP 5 - How To Prevent More Bad Clients (Given the answers in step 3)

Who have been my worst customers? (spend the least, highest refund rate, etc)

How are they different than my typical clients? (age, sex, business type, interests, etc)

Do they buy different products/services, or in different quantities? If so, why?

How are their goals/motivations for buying different vs typical clients?

How are their objections/concerns before buying different vs typical clients?



STEP 6 - Where Are Your Top 3 Actions?

1.

2.

3.