



SKILL 4

**YOUR
IDEAL CLIENT**

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STAGE I: PACKAGE

MODULE B: PACKAGE YOUR GENIUS

SKILL FOUR: WHO IS YOUR IDEAL CLIENT?

There are two ways to identify your ideal client. The first is through **external observation** and measurement – market analysis. The second is through **internal observation**. Who do you resonate with? Who do you tend to attract and connect with? What are their distinguishing characteristics?

1. EXTERNAL OBSERVATION

You are ultimately looking for people whose **needs** match up with your **talent** or Genius. Their **problem** matches up with your **solution**. Who are they? What are their distinguishing characteristics?

2. INTERNAL OBSERVATION

Who do you resonate with? Who do you tend to attract and connect with? What are their distinguishing characteristics? What are their needs? How can you meet their needs and help them solve a core problem?

3. WHAT IS THEIR LANGUAGE?

What is your ideal client's culture? What are their shared values?

CULTURE: _____

SHARED VALUES: _____

LANGUAGE: What is their language? Come up with five words that your ideal client can relate to. Why do these words resonate for them?

1. _____

2. _____

3. _____

4. _____

5. _____

4. WHERE DO THEY GO?

Where can you find your ideal client? What are their interests? Where do they spend their money? What kind of food do they eat? What events do they like to attend? Where do they go on-line? Brainstorm. List everything you can think of. Then, name your top five:

1. _____

2. _____

3. _____

4. _____

5. _____

5. WHAT IS THEIR PROBLEM OR CHALLENGE?

Brainstorm. Write down every idea you can come up with.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

6. WHY DO THEY HAVE THIS PROBLEM?

What is getting in their way? What are their unmet needs?

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

7. HOW CAN YOU HELP THEM?

How can you help them meet or resolve this challenge? Again, brainstorm.

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

8.
HOW
CAN

WHAT IS THEIR PROBLEM?

**WHY DO THEY HAVE
THIS PROBLEM?**

**HOW CAN YOU
HELP THEM?**



**HOW CAN YOU
BEST REACH THEM?**

WHAT DO THEY NEED?

**WHAT ARE THEY
LOOKING FOR?**



YOU REACH THEM?

How can you apply what you know about them to reach their hearts and minds?

9. WHAT IS YOUR SOLUTION?

How can you apply your innate Genius to create effective solutions?

10. WHAT IS YOUR SPECIFIC OFFER?

You will apply this information in the next Module. Don't expect perfection. You are getting closer with each step in the Marketing Journey.

IDENTIFY YOUR IDEAL CLIENT SUMMARY

1. POSITIONING: Who are you serving? What are their needs?

2. PLACEMENT: Where are your “customers”? How do they communicate? What is their language? Where do they go? Where can people go to find you?

3. PRICING: How much can they spend on your work? How much do you need to charge for your work? What is the value that you are offering? What will they be able to achieve *with* you that they wouldn't be able to achieve *without* you because it would either be too costly or take too long?

Who are your customers? _____

What are their needs? _____

Where do they go? _____

How can you reach them? _____

Age _____ Sex _____ Education _____

Location _____

Income _____

Culture _____

Lifestyle _____

Health _____

Fears _____

Beliefs _____

Values _____

Other Defining Characteristics _____
