

**“Never forget THE CLIENT is the golden cog that makes
all of our businesses run...” M. Bridgman**



8 KEY QUESTIONS TO KNOWING YOUR IDEAL CLIENT

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These **8 Key Questions Will** Help You Know Your Perfect Client!

“Get closer than ever to your customers.
So close that you tell them what they need,
well before they realize it themselves.” - Steve Jobs



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8 key questions to identifying your ideal client

Why does knowing your client matter?

When I ask business owners “Who is your ideal client?” I get this response nearly every time... “Anyone”. And...that response is why most business owners struggle with their marketing.

You may be able to SELL to anyone, which is great, but you can't market to anyone and that's what most business owners get mixed up. They confuse who they sell to, with who they should be marketing to.



Why is this so important?

Because the message that's going to get the attention of one person, may not get the attention of another, although they may want the same product or service.

For example, if you're a personal trainer you can train a man in his early 30's, but you can also train a woman in her 50's. Do these people want different things? Do you need to create different messages to get their attention? Of course you do. But, they both want the personal training.

This, 8 key question, guide to identifying your ideal client uses the 8, primary, questions we use to help businesses know who their perfect client is and what they need to hear in your message so they want to buy.





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How to use this guide...

Using this guide is very simple. Answer the questions one by one and then fill out the conclusion statement.

Each question will help carve out your ideal client. If you're having trouble imagining exactly who that client is, then think about your current clients, which ones do you love working with and who you'd love to have more of?

Use that client as the "ideal client" example for your answers.



The 8 questions are specifically organized into 2 categories of 4 questions. Four questions on the Demographics of your Ideal Client and four questions on the Psychographics of your Ideal Client.

What are Demographics?

Demographics are quantifiable things you can see about your client. Their age, their location, what their family looks like etc... These questions help you identify the places you can find your client and what their surface needs are.

What are Psychographics?

Psychographics are the things you can't see about your client. These are the things they believe are important, what they love and care about and what they're worried about or afraid of. These questions help you identify WHY your client makes their choices and how you can know what they need in order to buy.





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Question #3

Do they have kids or grandkids

Be sure to list if they have both (kids & grandkids), how many boys, how many girls and what the ages are.



Question #4

What to they do for work?

When you answer this question be sure to go into detail about exactly what they do, what their day looks like, what their commute looks like and how much income they earn.





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Question #5

Where do they shop

List all the places they would shop routinely and then also list where they'd shop on "special occasions".



Question #6

*Where do they go to relax
& what do they do*

List where they would go and what they do to relax regularly and where they'd go and what they'd do for a special vacation or getaway.





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Question #1

Where do they live

Be as specific as you can with this question. List country, town & neighbourhood if you can. Also list what routes they take in their routines and what's unique about where they live.



Question #2

How old are they

Put down your clients age. The instinct is to give a wide range, don't do this. Give a 3 year window at most. Ex... 23-25 years old...or 62-64 etc...

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? **Question #7**

What keeps them up at night

Imagine your client laying sleepless in their bed. What is it that they're afraid of, or stressed about that's keeping them awake. This question is meant to help you know what scares them, what they're ashamed of & embarrassed about, so you can help them.

? **Question #8**

What do they desire

List out the big dreams, the little desires and the everyday things that make your ideal client happy.





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Client Statement

Now that you have answers to all **8 Key Questions** you can use those answers to fill in the below Client Statement.

My ideal client is a **(what they do)** who lives **(where they live)**. They are **(age)** and have a family of **(kids & grandkids)**. They shop at **(where they regularly shop)** and **(what they do to relax)** to relax. They'd love to find a solution for **(what keeps them up at night)** and would feel amazing if they could do **(what they desire)**.

Example: (personal trainer)

My ideal client is an **OFFICE WORKER** who lives **VANCOUVER**. They are **42-44** years old and have a family of **2 KIDS**. They shop at **COSTCO** and **ENJOY HOCKEY GAMES** to relax. They'd love to find a solution for their **LACK OF ENERGY** and would feel amazing if they could **KEEP UP WITH THEIR KIDS AS THEY GET OLDER**.





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With your powerful CLIENT STATEMENT crafted you'll now be able to create clear, specific, targeted messaging that will truly resonate with the perfect client for your business.

Having more and more of this ideal client pouring through your business would be great wouldn't it?

Once you've done this for ONE IDEAL CLIENT AVATAR, don't hesitate to repeat the process for other IDEAL CLIENT AVATARS. Having multiple IDEAL CLIENT AVATARS really helps you know exactly what to say for each and every different client you may sell to.

And Remember... "Your client doesn't care how much you know, until they know how much you care." - Damon Richards.





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BONUS Question

I was hesitant to include this question because most business owners will say both. They're clients could be either a man or a woman. Which is often true. But, here is the thing.

When crafting your messaging for your IDEAL CLIENT you need to craft two messages; one that speaks to your FEMALE IDEAL CLIENT & one that speaks to your MALE IDEAL CLIENT.

Why? Because, I think we can both agree that women and men respond to language and messaging differently, which means you need to say different things to each in order to encourage them to do business with you.

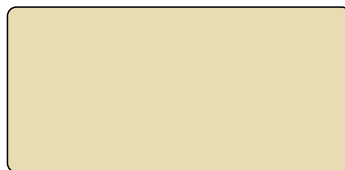
Now, there are entire books written on this topic, so I won't jump into it here, and it's why I didn't include this question in the standard 8 questions. But, I will give you this. When you're thinking of the images, the videos, the colors and the copy that you use to communicate with your client be sure that it speaks to the men you want to sell to OR the women you want to sell to.

If your IDEAL CLIENT is either a man or woman, then you need two versions of your message, one that works with the guys and one that works with the girls.



Question #9

Are they female or male





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About The Author

Michael has been cutting his teeth as an entrepreneur since 2007. He's worked as an artist, in the non-profit sector, the restaurant industry, on the retail side of things and in the daily services business.

Originally a professional artist and now successful, multimillion dollar sales entrepreneur, Michael attributes his success to always being open to new ideas, loving to learn and having the ability to clearly visualize the destination of his endeavours.



His success has given him the opportunity to coach and guide other business owners and that work ignited a passion within him. That passion has led to the founding of his gratitude marketing and coaching company; TYME (Thank You Media Evolution).

Through his diverse experience and education Michael discovered the concept of Gratitude Marketing. Through years of study and practical application he has become an expert in using Gratitude and Thank You's to help company's go from Survive to Thrive.

Michael's greatest joy, besides being with his beautiful wife and adorable son, is working with open minded and heart first business owners who want to impact the world by using their amazing gifts and genius to transform the life of their clients.



Congratulations!

You've done the work and you now have a clear idea and image of who your IDEAL CLIENT IS. The more you focus your marketing on this IDEAL CLIENT the more of them you'll attract and I'm sure you can see how much this will benefit your business.

Refer back to your IDEAL CLIENT STATEMENT all the time! When you're looking at ad images, reading through sales copy or even considering how to evolve your business, read over that IDEAL CLIENT STATEMENT and use it to help focus your decisions.

As a Thank You for downloading this guide I'd like to give you a FREE GIFT!

You'll be able to find that gift in an email. The subject line of that email is "Rain Drops are Fallin'. Be sure to check it & snag this extra gift, it's great stuff, you'll love it.

Now, I'm throwing down the gauntlet to you...

Put this guide into action. Your clients NEED YOU!

Sitting on your hands and not using this guide is robbing your clients of the transformation they need from you and your business. In fact, I know accountability is key to success, which is why it's a big part of our 6 week "From Survive to Thrive Gratitude Marketing Bootcamp"...rhythmic accountability!

You're awesome at what you do, so now go out and show your IDEAL CLIENT how you can be awesome for them!

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