



The Ideal Client WORKBOOK

Your ideal client is someone who gets their exact needs met by what you're offering. Use this workbook to discover and inspire them to become your biggest fans.

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Hello!

Congratulations and thank you for downloading this workbook! It will help you to get to know your target market. Find your ideal client. This is the first step of your Digital Marketing process. You'll go round and round in circles if you don't work this done right here, right now.

Sonya Ramsey

I'm Sonya Ramsey and I help women business owners build profitable online connections with their target audience.

I created this workbook to help demystify the process of finding that one type of client that is best for your business.

It's a necessary and important step in marketing your business online. It's the linchpin to creating a digital marketing system that connects with the right audience so you can successfully promote and sell your products and services.

Again, if you don't get this right, you'll go round and round in circles trying to find that next gig or client. Finding your ideal client creates a shortcut to connecting with the right audience and growing your business.

HAPPY FINDING YOUR IDEAL CLIENT!

WHAT'S IN IT FOR YOU?

Your social media posts, blog articles or products and services won't get any traction unless you target those clients who want what you have to offer.

HOW TO USE THIS WORKBOOK

- First, you'll take a look at what you're good at and who you love to work with. This'll help you get an idea of who your ideal client is and what your target markets are.
- Then you'll get the chance to pick an ideal client – real or imaginary – and answer a bunch of ideal client avatar (ICA) questions that'll help you to get inside their head.
- Then it's time to build the ideal client persona. Either use [Xtensio's](#) free persona creator or create your own using graphic designing tool of choice. After you're done, screengrab or PDF it and then email it to sonya@modigitale.com. I want to see what you've accomplished!
- As you grow and change, your idea of the ideal client will grow and change. So stash a copy of this worksheet and give it another crack in a few years. Or use it on your client projects to help them uncover their ideal client.

EXTRA - CREATE AN EMPATHY MAP

An empathy map is another way to crawl inside your ideal client's head and understand what their needs and wants are, based on emotions. It's a bit less technical and at a glance, easier to get grip on how your customers perceive the world around them.

You'll find an empathy map to complete at the end of the workbook.

WHAT'S AN IDEAL CLIENT AVATAR?

WHAT'S AN ICA?

An ideal client avatar (ICA) is basically a detailed description of who your target customer is. The description includes at all you need to know to be able to market your products and/or services to your ideal client.

It looks a lot like an online dating profile. It includes some personal details, as well as information on inspiration, problems, fears objections and their wildest dreams.

INSIDE THIS WORKBOOK

- What you've got to offer
- Your target markets
- ICA questions - get inside your ideal client's head
- Create your ideal client persona
- Create an empathy map

WHAT YOU'VE GOT TO OFFER

If you're marketing to everybody...you're marketing to nobody. You need to be clear on what you've got to offer and what you're good at so that it connects with your ideal client.

What are your strengths?

Answer here

What work do you like to do?

Answer here

What work don't you like to do?

Answer here

WORK OUT YOUR TARGET MARKETS

So who do you love to work with?

After a few years in the biz – or even after a few clients – we get some kind of idea of who we do and don't like to work with.

Think it over. Really think it over. And then answer these questions. It'll help you get an idea of what your target markets are.

List your top 5 clients:

- 1.
- 2.
- 3.
- 4.
- 5.

List what your top 5 clients have in common:

E.g. demographic, income, gender, marital status, industry, location, values, beliefs, hobbies, lifestyle and interests.

Answer here

Note: if you don't have any clients yet, do one or more of the following:

- List people who you want to work with (whether you know them or not)
- Consider people in your networking groups.
- Consider relatives, friends, friends of friends or friends of relatives.
- Think about someone you think you would LOVE to work with.

My Example

I'll share with you my target audience.



The clients who work with me include:

- Independent Consultants - I've specifically created a digital marketing system to support their work.
- Independent Speakers - They're great for referrals.
- Small Non-Profits - I've volunteered and worked with this group for years.
- Indie-Entrepreneurs - Professionals who use their expertise to make a better world. Like me!

And what do they all have in common?

- Their budgets are inline with the cost of my services.
- They all pay on time.
- They value my knowledge of online marketing.
- They all are experienced professionals who are serious about building their businesses.
- We have similar interests and are working in our own way, to change the world for the better.

Pick a Client (Real or Imagined)

The next section is where the heart of finding your ideal client is located. It's also the place where most people get stuck and either give up or take a "half-hearted" approach.

Here's my advice: Write down what you know, when you know it. In other words, keep going!

This requires obtaining detailed information about the likes, dislikes, hopes and dreams of your ideal client. You won't know these things immediately. But you can continually move forward as you are collecting this information.

Here's how to do it:

1. Think of either someone you know about whom you want to work with; someone you have worked with before and consider them to be a good client or someone you don't know but you would consider them to be a good catch of a client.
2. Stalk them on social media. LinkedIn is an excellent place, especially for speakers and consultants. Facebook is another excellent place to get information on how they spend their days.
3. Read their bios, posts, accomplishments and anything else to get information.
4. Converse with people while you're networking and jot down information after the networking event.
5. Keep this document readily accessible so that you can easily update it with new information. If you're ambitious, make copies for multiple ideal client personas.
6. It's important to continually research and gather this information. As you participate in marketing and networking activities, make sure to document your new information. Keep it simple. Use a notebook, create a Word document or whatever is easy for you to collect and store the information for future use.

GET INSIDE YOUR CLIENT'S HEAD

It may seem weird filling out details for someone you've never met or doesn't even exist. Once started, you'll get the swing of it. There are **FOUR** ideal client tables to complete.

01. Personal	02. Information & Inspiration
03. Problems, Fears & Objections	04. Wildest Dreams

01. Personal	
Name	
Age	
Gender	
Marital Status	
Age of Children	
Level of Education	
Goals	
Values	
Life Beliefs	
Location	
Occupation/Job Title	
Annual Income	
Years in Business	
Business Revenue	
Number of employees	

GET INSIDE YOUR CLIENT'S HEAD

02. Information and Inspiration	
What books do they read?	
Favorite magazines, music, TV Shows	
What do they Google (list everything related to your business)?	
What blogs or websites do they frequent?	
What are their favorite apps?	
What social media channels do they use?	
What conferences or events do they go to?	
What do they do on Sunday mornings?	
What are their guilty pleasures?	
What influencers do they follow?	
Where is their dream holiday destination?	
Who do they model or idolize?	
What brands are they loyal to?	

Additional Notes:

GET INSIDE YOUR CLIENT'S HEAD

03. Problems, Fears and Objections	
What worries keep them up all night?	
What triggers fear for them?	
What challenges do they face on a daily, weekly, monthly, or yearly basis?	
What are their pain points?	
What do they fear might fail if their situation continues to get worse?	
What do they really want that they don't have now?	
What's stopping them from getting what they want?	
What have they tried that didn't work for them?	
What objections might they have about investing in your product/service?	

Additional Notes:

GET INSIDE YOUR CLIENT'S HEAD

04. Wildest Dreams	
What do they secretly wish for?	
What do they really, really want?	
What's the OMG dream solution they'd pay almost anything for?	
What are their pain points?	
If their dream solution was to magically appear, what specific benefits are they looking for?	
How would it make them feel?	
What would their friends and family think of them if their situation becomes a reality?	
What will they be able to do or achieve if thier fantasy situation becomes a reality?	

Additional Notes:

Now that you're inside your ideal client's head, use what you've uncovered to write up your ideal client's empathy map. It will allow you to document a deeper understanding.

THE EMPATHY MAP

What's on your ideal client's mind?

Use the research on your ideal client's avatar to document the emotional side of our ideal client.

What are they saying and doing?

What is their attitude in public? What is their behavior towards others? What is the difference between what they are saying and what they are doing?

What are they thinking and feeling?

What are their major preoccupations, worries and aspirations? What keeps them up at night?

What are they seeing?

What is their environment like? What people, things or places influence them?

What are they saying and doing?

What is their attitude in public? What is their behavior towards others? What is the discrepancy between what they are saying and what they are doing?

What are their pains?

What are their fears, frustrations and obstacles?

What are their gains?

What are their wants, needs, measures of success and obstacles?

I want to get to know you...

Digital marketing can seem complicated, especially when you have tons of other things on your plate for your business, personal and family life. My goal is to simplify the process in a way that makes sense to you and your business. Ultimately, I want you to use the power of digital marketing to get more customers and build your business.

I'm happily offering, free, 15 - 30 minute consultations for you to get individual attention and your questions answered.

Use the button below to link to my consultation scheduling form. Complete the form and we will connect.

Until then, I wish you prosperity and a fulfilling business.

"If you're looking for an awesome and knowledgeable professional to work with, I highly recommend Sonya. Her friendliness and result-driven approach made me feel extremely comfortable in using her services."

- Lillian Zarzar, Communications Consultant & Adjunct Professor, Ohio University

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