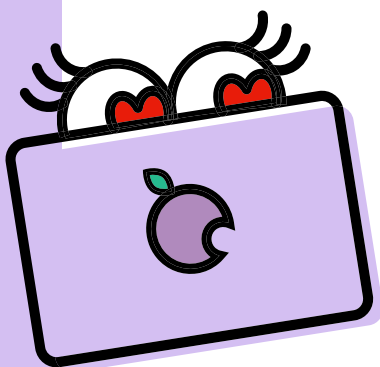


Lucky Night



**THE 5 BIG QUESTIONS
YOU NEED TO ASK
TO START ATTRACTING
DREAM
CUSTOMERS**



WANNA KNOW THE SECRET TO A HAPPY WORK LIFE?

Hey small biz owner. How many times has running your own business left you feeling burnt out and unsatisfied? A fair few I'm sure.

If you look back at those difficult times, you'll likely start to see a common thread - bad fit clients. I'm talking about the clients that won't pay your full rate, the clients that are never satisfied but can't communicate why, the clients that barrage you with out of hours calls and emails.

These clients aren't bad people, but they're a bad fit for you and your business. They're unsatisfied, you're unsatisfied... fair to say it's time to say buh bye for good and start welcoming only the dreamiest perfect-fit clients through your doors. This is the real secret to biz contentment.

But how do I know who my dream customer is? Where do we start? How will I find them? These 5 questions should act as a perfect starting place. Good luck!

1

WHAT TYPE OF WORK DO I MOST ENJOY DOING?

First things first, you've gotta think about the work you actually want to do. You can fill your books with the loveliest people in existence, but that won't help you with job satisfaction if the work itself makes you want to cry bored tears into your sixth coffee of the morning.

Think back to past projects you loved, what was a common theme in them? Were you working within particular industries? Did you have more autonomy or creative freedom? Perhaps the teams were smaller and you felt a greater sense of impact? Whatever it is, get specific about why you loved those projects, so you can find plenty more just like them.

If you're just getting started, or freelancing so far hasn't led to any passion projects, you can do this as a hypothetical exercise. What values are most important to you that you would like to seek out in future work? How might you go about that?

2

WHAT DO I VALUE?

The trick to finding clients that you're actually excited to work with is finding people who share your values and building relationships with them over time. If you're interested in working with charities for example, it's likely that you and your dream client share an altruistic vision. Reaching out on social media and offering free advice & resources is a great way of proving to them that your values align.

Clients that are a joy to work with won't choose you based on price or location, they will choose you based on your brand values and personality. Showcase these wherever you can. Don't be afraid to stand for what you believe in - clients that are right for you will likely share your opinions (or at least respect them) and won't be put off.

Write down 5 values that are non-negotiable. Who else might share these values? How can you share these with the world?

3

3

WHERE SHOULD I SPEND MY MARKETING TIME?

Not all social media platforms or networking events are created equal. It's unlikely that the breakfast networking group where you found your last 3 nightmare clients will bring you great results in the dream client stakes.

Do some research, find 3 or 4 businesses that you'd love to work with and ask them directly where they spend their time. This could be online on apps like Instagram or LinkedIn, or they may go to a certain networking group or coworking space to make connections. Understanding where your dream clientele focus their marketing efforts means you can focus your effort into those spaces and stop wasting time elsewhere.

Make a list of businesses that fit your ideal customer profile and spark up some conversation. Find out where they network, what Facebook groups they're active in and how they spend their time.

4

HOW CAN I MAKE MY DREAM CLIENTS LIVES EASIER?

Very rarely are we really selling products & services. We're selling solutions to people's problems. So what are your ideal clients struggling with? How can your product or service help them overcome a barrier or achieve a goal?

Now that you know the industry your ideal client works in and where they spend their time, you can start targeting your messaging. How might someone in their industry overcome 'common industry problem'? By hiring you of course! Show them what's in it for them if they choose to work with you.

Spend some time in spaces your ideal client hangs out. Strike up conversations to better understand their goals and any obstacles they may be facing. How could you help them?

HOW CAN I OPTIMISE MY CLIENT PROCESS?

Just like values, different types of client will have different expectations of your process. Before you even onboard any dream clients, take some time to deep-dive your onboarding and client processes. Think about what your ideal customer most wants to get out of working with you be it speedy project completion, a great level of communication or an autonomous working style. Prioritise whatever this is in your systems & processes so that your dream client sees that you really understand their needs.

Put together a slick offboarding process to help you gather testimonials and encourage referrals to others in their networks. People tend to build strong communities around the work they do, so one dream client often leads to three more - capitalise on this!

Reviews and referrals from dream clients are the most reliable way of getting more of the same. Put real effort into your systems & processes to maximise these opportunities.



WE HOPE YOU FOUND THIS GUIDE USEFUL

If this all feels like a bit too much work with everything else you have going on, **book a free 30 minute consultation** with us. We can discover your dream clientele through targeted branding and marketing research. Dreamy eh?

Remember to keep an eye on our blog and marketing emails for more regular web content and guides.

Remember, if you have any questions feel free to reach out to us over email or social media and we'll do our very best to help. If you're going to do it yourself, you should at least have the tools to do it properly!

[Book a free consultation](#)

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