

Everyone Isn't Your Ideal Customer

And That's a Good Thing

When you're trying to grow your business, it feels almost natural that you should try to attract everyone. Cast the widest net possible. More people, more customers, right? Unfortunately, that's not how it actually works.

If you're trying to talk to everyone, you end up talking to no one. Imagine you're at a party, and someone is shouting to the whole room, trying to make friends with *everyone*. It would be hard to connect with them, right? But if someone is talking directly to *you*, they're easier to listen to and relate to. We want to make personal connections and we want services and products that feel like they're made just for us. Not for the everyman, and not for "that guy over there" and we just need to adapt to it.

The Right Audience Matters

It's better to focus on your specific target audience—the people you *really* want to work with. When you know exactly who you're talking to, your message will be clearer, and those people will be more likely to pay attention. You'll attract the right customers who love what you do and are excited to work with you. More importantly, they'll know that you are talking directly to them, too.

But there's more: knowing who you *don't* want to work with is just as important. Not every customer is the right fit for your business. Some people might not value what you offer, or they could be more difficult to work with. Even worse, you may find yourself ethically compromised. When you focus on the wrong people, you end up wasting time and energy, and both you and the customer end up unsatisfied and frustrated.

Discover Your Ideal Customer

Think about who your favorite customers are. What do they have in common? Maybe they share similar interests, values, or needs that your business is great at solving. These are your "right people." The more you focus on them, the better you'll get at speaking their language and meeting their needs.

At the same time, think about who you don't want to work with. Maybe they don't see the value in your work, or they constantly ask for things outside of what you offer. It's okay and important to say no to customers that don't fit. When you do this, you're making space for the right ones to come along.

It's natural, too, for this Ideal Customer to change over time. You evolve over time and your business will evolve over time - as a result, your ideal customer will evolve over time, too.

The Power of Saying No

It might feel scary to turn away business, but saying "no" to the wrong customers means you can say "yes" to the right ones. Your business will grow faster when you're focused on the people who truly appreciate what you do.

This can be, but doesn't have to be, a great opportunity to refer those customers you say no over to other providers who do love those customers and in developing those relationships, those other providers just might send your preferred clients to you, too.

So, don't try to be for *everyone*. Be for the people who are excited to work with you—and you'll see your business thrive.

If you'd like help reaching the right people for your business, reach out to Ardea for a consultation - we're always happy to talk to you.

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