

Your Ideal Client

I am a firm believer that there are more than enough clients for everyone. Once you have identified the people that you LOVE working with, you can attract them to you by simple preparation.

Life is simply too short to work with people you do not like working with, right? Instead of coming from a place of desperation where you are hungry for your next paycheck, understand that there are specific clients that are perfect for you. When you serve them, extraordinary things happen.

So, how do you identify that mysterious ideal client? Ask yourself:

- Which clients have you adored working with the most? How would you describe them? What was your experience working together? How much did you charge? How did they make you feel?
- What aspect of your work truly lights you up?
- With your best customers, what problems or challenges did they have that you resolved? How did your great work make an impact on their lives?

Once you have reflected on your professional journey, you are ready to craft your Ideal Client Avatar. This is a fictitious person that is so specific you would recognize them if you bumped into them in the street. They embody the characteristics, the needs, the challenges, the desires and the personality of the individual that you would LOVE to work with and who is a natural fit for what you do.

Once you have created your Avatar, you can speak about your work in a compelling, passionate and very specific way.

Your Ideal Client Avatar

Name:

Age:

Profession:

Challenge/Need/Frustration:

What are their fears?

What are their dreams and desires?

Why do they need you?

How do they feel working with you?