



Ideal Client Quick Sheet



Identifying who your Incredible Factor is for is a three part process. First you set your target, which is generally very broad and contains too many people for you to make an impact. After you clarify who you'd like to target, you go deeper and identify which niche you want to do work in. A niche typically identifies a special type of person with a general problem, but it's more in depth than a target market. Lastly, you dig even deeper and get ideal, down to one type of person who has the exact problem (one core problem) that you offer an effective, complete robust solution to. Your goal is to engage in one to one conversation with your ideal clients so that they "feel" you and know that you understand what they're going through right now. Make sense? Great, let's get started:

Who are you targeting: What are their general characteristics?



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Now, let's Niche. What are the specific characteristics of your niche? What do they do? How do they do it? What challenges do they consistently encounter? Are there any characteristics that set them apart from others who might have the same problem?

Now let's get ideal. What is the EXACT problem that they have that you can solve with your hands tied behind your back, blindfolded? Who are they really? What do they need most from you?

In preparation of getting ideal, finish these 7 statements in reference to who you truly desire to serve. (hint: these statements will also help you when thinking of adding a new product, program or service):

1. Most of my prospects feel they're falling short in this area

2. Most of my prospects have no idea how to

3. Most of my prospects would pick a fight to protect a belief that

4. Most of my prospects have the goal to



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5. Most of my prospects deeply value these things

6. Most of my prospects are terrified that

7. Most of my prospects want _____ more than anything

Summarize your answers into a single client profile, similar to our 'Building Betty and 'avatar.' Here's an example of ours, as reference:

1) Who are you

As a Building Betty, you're an entrepreneur who is either working part-time in your business or just starting out, within the first couple of years in business. You love what you do, but you'd like to make more money. Without making more money, your business sometimes actually looks and feels more like an "expensive hobby." You may have a day-job, or just need to get a lot more clients, but either way, this is the building stage for you and you'd like to make more money quickly. You want more clients and customers, pronto.

2) What you struggle with most RIGHT NOW

You're super passionate about what you do and you so badly want to create a successful business but right now cash-flow is an issue for you, one that's creating some stress in your life and sometimes requiring you to work very long hours trying to make the business work. That's because you "don't know what you don't know" about marketing yet, and you're still learning what's going to work to get you more clients and bring in more money. There's a lot of energy going out, but not a lot of money coming in.

3) What you need most RIGHT NOW to stop struggling

Your primary focus needs to be on creating a strategy and doing some serious planning to attract more ideal clients and generate some income quickly. It's all about creating the plan, and then WORKING the plan consistently, so you fill your pipeline quickly. At the same time, it's important for us to look at your packages and programs, and especially your pricing and to raise your rates (you're probably not charging



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enough and are therefore leaving a lot of money on the table.) Then it's all about stating specific goals and creating the focus you need to move your business forward quickly, yet comfortably.

Now, your turn. Answer these questions as if you were speaking to that person:

1) Who you are (their demographic info, psychographic info, aspirations)

2) What you struggle with most RIGHT NOW (their struggles, what they'd do anything to have, their goals, wants and needs; spoken or unspoken)

3) What you need most RIGHT NOW to stop struggling (the solution they're so desperately looking for and the plan they need to put in place to achieve it – the what, not the how)



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