

DEFINE YOUR

DREAM CLIENT

workbook

Brought to you by
**HOW TO
BRAND
yourself**
E-COURSE

Successful entrepreneurs know exactly who their customers are; as well as who they are not. They know and understand them so well that they can step into their shoes and feel their frustrations, needs and deepest desires.

Why is it so important to define who your dream client is ?

By knowing who your target market is, not only will you have the satisfaction of choosing who you really want to work with, but this will also give you the ability to focus your time, energy and money into one place.

You may be tempted to target everyone “just in case” because you don’t want to miss an opportunity, you need the money, or because it may feel like it’s the safest thing to do, but it’s actually very risky. Spreading yourself thin trying to be seen and heard by everyone is not effective.

The first thing is to accept that not everyone will like you as a person or what you do, or how you do it. And this is totally fine. Once you accept this, you can then start shifting all your attention to those that can **love** you. You will be much happier (and more productive) when engaging with people drawn to your brand and business because of your personality, your values, your message and the assurance that you match up perfectly to what they want and need at that point in time.

At the end of the day, **everything** you do should start and end with your dream client in mind; from product or service creation, to how often you blog or tweet. Being very specific about and, having a deep understanding of your target market is one of the most crucial things you can do to ensure you hit the mark with your overall marketing and business communications.

The following exercises will hopefully give you more clarity and help you define who your dream client is. Have fun!

1

Who is it that you most want to work with? Think of type of people that you'll have the ability to help, you naturally like and resonate with.

In the following exercise I want you to draw as many characteristics as possible (the more the merrier) of this specific group of people.

Think of *demographics* as everything you 'can see' and *psychographics* at the characteristics that you can't see, their desires, intentions, background story, issues, etc..

DEMOGRAPHICS (WHO)	PSYCHOGRAPHICS (WHY)
<i>(i.e. Age, gender, household income, etc...)</i>	<i>(i.e. Hobbies, interests, lifestyle, career goals, etc...)</i>

2

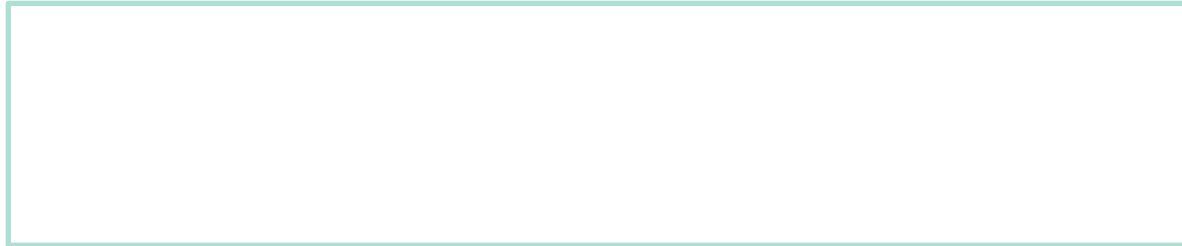
What are your Dream Client's main goals and desires (her/his ideal state)? (Related to your Products and services – for instance, 'to be able to fit on a size 10 beautiful wedding dress')

3

What are the biggest challenges/ obstacles your Dream Client has trying to reach his/her goals? (for instance, 'loosing 20 kilos before the wedding')

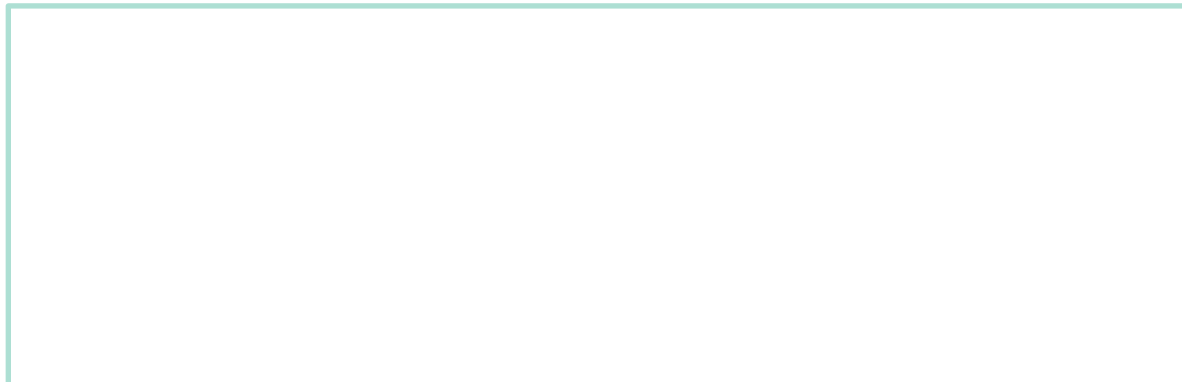
4

How can you solve your Dream Client's challenges and help him/her achieve their goals?



5

How should you describe your solution to your Dream Client in less than 30 seconds? (*Your Elevator Pitch*)



6

Although I want you to focus on the positives and what you want, knowing who you don't want to work with it is as equally important as knowing who you do want to work with.

A Nightmare Client could end up sucking the life out of you. They will never be satisfied with what you do, even if you go to the moon and back for them, and most dangerously they could give you a bad reputation by spreading a bad word.

To avoid them like the plague, learn to spot them from the get go, know who they are (you'll be adding to this list as you go) and politely refuse to work with them, even if the money looks tempting.

For instance, someone that avoids signing a service agreement.

7

Dream Client Avatar

A client avatar, persona or profile is simply a fictional representation of your target market. It's based on real information along with assumption about their personal background, desires, and needs.

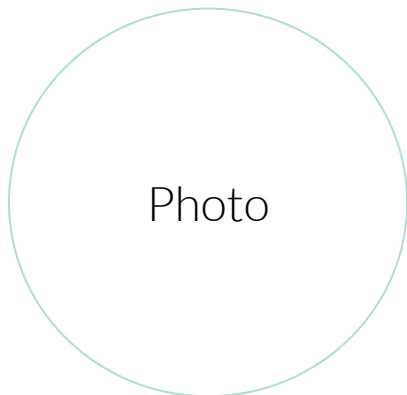
Is it necessary to do this? I think so. Anything that helps to remind you who are you really talking to, solving problems and communicating with, is definitely a good thing.



EXAMPLE

Dream Client's Name:	Marcia Fraser
Demographics:	22 years, Bride-to-be, works full time as office administrator
Psychographics:	Marcia has a bubbly personality and a very busy social life. She dines out with her fiancé at least 4 times a week; she is a self proclaimed kitchen nightmare. Working full time, and after work, happy hour with her colleagues leaves Marcia with little time for herself. She feels overwhelmed by the amount of organising for her dream wedding.
Goals:	Loose 20kg to fit in her dream wedding dress, increase self confidence, drop cholesterol levels, complete a 5km run.
Challenge:	Lack of motivation, lack of time to plan and prepare healthy meals
Quotes:	<i>"It's been difficult getting time to go to the gym." "I don't have time to plan and prepare healthy meals, eating out works well for me." "I don't want to drop my after work drinks."</i>

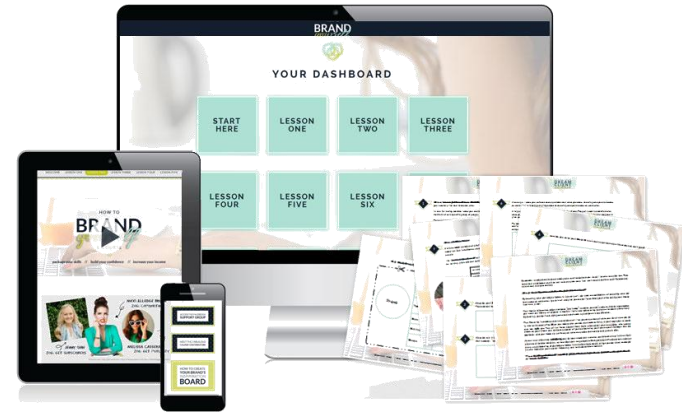
My Dream Client Avatar



Dream Client's Name:	
Demographics:	
Psychographics:	
Goals:	
Challenges:	
Quotes:	

NEED MORE HELP ...

- *Creating a brand that reflects who you really are?*
 - *Reverse-engineering your vision, so that you know exactly what steps to take every day towards your dream business?*
 - *Positioning yourself at the high end of the market even if you are not the absolute guru or expert?*
 - *Finding your 'x factor' that will make you stand out from everyone else, even if you are an introvert?*
 - *Naming your business or new offers?*
- ... and much much more.*



BRAND YOURSELF ECOURSE IS A STEP-BY-STEP PROGRAM THAT WILL HELP YOU IDENTIFY AND OUTLINE YOUR PERSONAL BRAND, GAIN A CLEAR UNDERSTANDING OF YOUR TARGET AUDIENCE AND PROVIDE YOU WITH PRACTICAL TIPS AND RESOURCES FOR MANAGING AND SHARING IT WITH THE WORLD.

You will also learn how to express your brand visually so you look professional, stand out and attract loads of dream clients.

This course is offered only a few times per year. You can register for next session or learn more by clicking [here](#)