



# IDEAL

## CLIENT CHOOSER

Name \_\_\_\_\_

Date \_\_\_\_\_



Hi there!

The IDEAL Client Chooser helps you discover WHO your IDEAL client is.

This is important because when you know WHO you serve you also know:

- Where to easily find MORE people or businesses like that
- The right language to use to get their attention and have them buying from you sooner

And you can finally feel clear and confident about what products and services to offer.

EVERYTHING in your business becomes **clearer** and more **focused** when you know who your IDEAL client is.

Discovering who your IDEAL client is BEGINS with CHOOSING your ideal client.

Even if you ALREADY have a fair idea of who your perfect customer is, this process will be incredibly useful for you.

So, let's get started.

Here's to doing more of what you love, everyday.



**Suzi Dafnis**

CEO, HerBusiness and  
Creator of the IDEAL Business System



These simple questions will help you clarify who your IDEAL Client is and who you REALLY want to work with.

## 1. Who are your BEST clients right now?

A great place to start is to think about the people you really LOVE working with. These are the people / organisations who are profitable, pay on time, don't create any customer service hassles and love what you do for them.

### **Make a list of 5 existing clients who are IDEAL for you:**

(If you don't yet have any existing IDEAL clients, you can also include other people you know, or know of, who may not be clients, but have the characteristics of an IDEAL client for you. If you are stuck, simply think of the "top" 20% of your customers and draw from there).

1.
2.
3.
4.
5.

### **Do you see any characteristics they have in common?**

When you look at the list above, do you notice any characteristics these people / organisations have in common? Take a few moments to think about what traits or characteristics they might share in the following key areas:



## Money

What do you notice about their financial situation:

- Income (or revenue if a business).
- Amount they might spend on a regular basis on your product or service.
- Overall financial health - are they in debt or wealthy or somewhere in between?
- Does the client have the budget for your products and services?
- Can they afford you?

Make some notes - What do you notice about anything that could be relevant to you regarding your IDEAL Client's finances?

## Lifestyle

What do you notice about things like:

- Where your clients live (or where their office is located if a business).
- How old they are.
- How many people might be in their family.
- Do they have a job or do they own a business?
- What kind of occupations or industries might they work in?
- Do they belong to particular sporting or social or cultural groups?

Make some notes - What do you notice about anything that could be relevant to you regarding your IDEAL Client's lifestyle and living situation?



## Mindset

What do you notice about the psychology of your IDEAL clients?

- What are their attitudes?
- Do they often feel anxious and afraid or are they risk-takers?
- Do they have any strongly held beliefs?
- What might be their attitude to the problem you help them solve?
- Are they optimists or pessimists?
- What might they be most worried about right now?
- What might they be most wanting right now?

Make some notes - What do you notice about anything that could be relevant to you regarding your IDEAL Client's mindset, attitudes and beliefs?

## 2. Who are NOT your BEST clients?

It's equally enlightening to know who you are NOT targeting with your marketing. This really takes the pressure off and makes you laser focused on who you DO want. Think about the people you LEAST enjoy working with. These are the people/organisations who don't pay on time, regularly want refunds and take up customer service time with complaints or excessive questions. They question your price and your value, and they aren't aligned with your values. They either aren't profitable, or, if they are profitable, it comes at a cost - the enjoyment of your team or your fun and peace of mind.

### **Make a list of 5 existing clients who DO NOT fit your IDEAL Client Profile:**

(If you don't yet have any existing IDEAL clients, you can also include other people you know, or know of, who may not be clients, but have the characteristics of an IDEAL client for you. If you are stuck, simply think of the "bottom" 20% of your customers and draw from there).



1.

2.

3.

4.

5.

**Do you see any characteristics they have in common?**

When you look at the list above, do you notice any characteristics these people / organisations have in common? Take a few moments to think about what traits or characteristics they might share in the following key areas:

**Money**

What do you notice about their financial situation:

- Income (or revenue if a business)
- Amount they might spend on a regular basis on your product or service.
- Overall financial health - are they in debt or asset rich or somewhere in between?

Make some notes - What do you notice about anything that could be relevant to you regarding your NON-IDEAL Client’s finances?



## Lifestyle

What do you notice about things like:

- Where these people live (or where their office is located if a business).
- How old they are.
- How many people might be in their family.
- Do they have a job or do they own a business?
- What kind of occupations or industries might they work in?
- Do they belong to particular sporting or social or cultural groups?

Make some notes - What do you notice about anything that could be relevant to you regarding your NON-IDEAL Client's lifestyle and living situation?

## Mindset

What do you notice about the psychology of these people?

- What are their attitudes?
- Do they often feel anxious and afraid or are they risk-takers?
- Do they have any strongly held beliefs?
- What might be their attitude to the problem you help them solve?
- Are they optimists or pessimists?
- What might they be most worried about right now?
- What might they be most wanting right now?

Make some notes - What do you notice about anything that could be relevant to you regarding your NON-IDEAL Client's mindset, attitudes and beliefs?

## Next Steps

Once you get your IDEAL Client Profile completed, your next step is to create a detailed IDEAL Client Profile. This is a way to go even deeper with your understanding (this process is covered in the IDEAL Business Accelerator program) and your ability to empathise with and attract more of your ideal clients.





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