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Learn how to identify your Ideal Customer
so you can boost your sales & growth!



This is a quick but powerful exercise - to get super clear on who your ideal customer is, so you know exactly what messaging and products to create for an engaged, paying audience who want what you're selling!

Hi, I'm so glad you're making use of this resource...

Honestly, the fact that you're reading this means you're already leaps ahead of most business owners. You'd be surprised how many people simply don't bother trying to understand who their customer is, and then wonder why their products or services aren't selling.

But not you, you're here, and after this short creative exercise you'll understand exactly who your ideal customer or client is, so you can craft your messaging and offerings to deliver exactly what they're looking for, ***so you can supercharge your growth and profits!***

Let's get started!

But first, let's discuss why defining your ideal customer is so important...

Is this you?

So you've got this amazing product or service that you know could really make a difference to someone, either by solving a problem, or bringing them joy in some way. Fantastic! So who is this 'someone'? and how do you reach them?

Your keys to success!

Connecting with the RIGHT folks/clients/customers is essential for the health and growth of your business. But what defines the 'right' customers? These are the ideal customers who not only would greatly benefit from your product or service but are also willing to pay for it - Because let's face it, without paying customers, you're running a hobby, not a business.

People are emotional beings, and more often than not, emotions drive the decisions they make, especially when it comes to purchasing. So to forge a meaningful connection with your dream, or 'ideal' customers, you need to tap into their emotions and understand them on a deep level. Enter the concept of the 'Ideal Customer or Client Avatar'.

Who is this ideal person?

Your Ideal Customer/Client Avatar (ICA) is a specific buyer persona (avatar) that represents the characteristics, desires and needs of your dream target market. This avatar could be a real person you already know, or a perfectly crafted character from your imagination that embodies all the aspects of the perfect, dream, ideal client you'd love to work with.

The power of creating longterm connection!

Investing time in understanding your ICA on a deep, empathic level lays the groundwork for a loyal customer base and a thriving business. By consistently staying tuned to their needs, struggles, and desires, you're not just engaging them; you're creating a community of devoted advocates that will drive the longterm success and growth of your business.

By zeroing in on one persona, and getting to know them with genuine curiosity you'll uncover your ideal customers dreams, challenges, values, and aspirations. Armed with this knowledge you can create messaging, content and offerings that truly resonates with them. And when people feel really seen, heard and understood, trust and loyalty is established, turning customers into raving advocates!

The pitfalls of trying to please everyone!

If you try to appeal and sell to everyone and anyone, all your marketing will end up being diluted and bland. The result? You end up either attracting the wrong audience, or not resonating with anybody at all. Generic messaging to the masses, doesn't get you noticed and simply doesn't work.

If you're worried that narrowing your focus to a single ideal customer will alienate a potential customer base; fear not, it's been shown again and again this just isn't the case. By communicating directly to people's shared values, desires and pain points (rather than demographics like age, location and job) you actually attract a wide and diverse population of customers.

Your ICA should be front and center in your mind every time you create or communicate anything related to your business. Whether it's a new product, newsletters, blog posts, podcast episodes, videos, social media posts, talks, webinars, sales pages, and so on. Your ICA should be your guiding star.

Let's bring your ideal customer to life...

Time to dive into the exercise and bring this wonderful human to life.

Whether your ICA is already a real living breathing customer you know (in which case ask the following questions directly to as many of those customers as you can) or is someone from your imagination who represents your ideal target market (time to step into their shoes and really think like them) - it really helps to visualize them by giving them an actual name and appearance too.

If your business has multiple offerings aimed at different audiences, with different values and needs, you'll want to do this exercise for each of them.



So grab a notebook, or open a fresh doc and let's dive into the questions below...

Remember -

By envisioning your ICA, you'll be ready to supercharge your sales and business growth through better positioning, marketing and messaging!

To the best of your ability, answer the following about your ICA:

- What do they value in life?
- What do they value in others?
- What are the traits/characteristics of their personality?
- What are their life goals?
- What are their wildest dreams?
- What do they worry about/what keeps them up at night?
- What are their pain points around: Time? Money? Self-belief?
- What do they do in their free time?
- What are their guilty pleasures?
- Who do they idolize or admire?
- What are their favorite products or brands?
- What social media platforms do they interact with the most?
- What podcasts do they listen to?
- What events do they attend?

Now add in their demographics:

- Their age / generation?
- What's their gender?
- Their occupation?
- Their annual income?
- What's their relationship status?
- Do they have kids?
- Where do they live?

To really help visualize your ICA, let's give them:

- A name!
- A detailed appearance i.e. what do they look like?



Amazing! Really fantastic work!

Now you're clear on who your ICA is, it's time to put all that work into action!

Make sure you have your ideal customer firmly in mind whenever you're creating messaging, marketing or offers.

By speaking directly to their struggles and aspirations your ICA will feel really seen and cared for: and when they experience you and your business as the answer to their pain points or desires, that's when they become ***loyal, raving fans, who are delighted to pay for the solution you're offering!***

Was this exercise helpful?

Keep your eyes open for more insights and strategies to supercharge your business. I'll drop into your inbox each week with more actionable marketing steps, while championing you and your business journey - So you can thrive while making a great living doing work you love!

Can't wait to dive into this journey together!

Anuk X