



## Class 3 Supplement

### Know Your Ideal Client

Who is your ideal client?

If you're like many internet marketers, your response is:

***"I have no idea"***

That's ok.

Here's how you create your Ideal Client:

You need to make some decisions about who you are trying to "attract" to your website.

Who is the ideal purchaser of your product or service?

- Is it a man or a woman?
- How old are they? (College Student, Baby Boomer, etc.)
- Are they Single or married?
- Children or no children?
- What is their level of education?  
(High School, College, Graduate Degree, etc.)
- What does that person do for a living? Are they employed or retired?
- What are their hobbies and other interests?



- What is their income level. (If the answer is ZERO and you're selling something, you may want to re-draw your Ideal Client) : )

- What are their problems? What do they need help with?

Also you'll want to begin thinking about how YOU can solve their problems (more on this in Class 4 and Class 6)

Once you've drawn out your Ideal Client, put it in a safe place. You'll want to refer back to it frequently.

Your blog/website's design and color; the tone you use in your Autoresponder messages; the products you sell; the content you put on your website; the places where you choose to promote your website/blog all depend on you knowing who you are speaking to.

If you don't know your audience, you're playing pin-the-tail on the donkey, you aren't being a strategic marketer.

To succeed in marketing online, you must think strategically about how you are marketing.

Now, once you figure out your avatar, **do some research on your Ideal Client.**

*Where do they "hang out" online?*

*Are they participating in forums?*

*Do they gravitate towards a particular website or blog?*

Once you know where to find them, you know where you need to be focusing your marketing efforts!



## Ideal Client Survey Questions

*\*Fill in the blank with your topic/subject matter\**

**1. What would you type into a search engine if you were looking for help on information about \_\_\_\_\_?**

[This question will help you to identify ideal keywords]

**2. What publications/blogs do you read about \_\_\_\_\_?**

[This question will help you identify possible traffic sources]

**3. Where do you spend most of your time online? What forums do you participate in (if any)?**

[This question will identify where your ideal client hangs out]

**4. What is your preference for receiving information about \_\_\_\_\_? (video, eBooks, DVDs, CDs, print books, live workshops/seminars, one-on-one consulting)**

[This question helps determine the ideal format to provide your content to your audience]

**5. What are your biggest challenges/frustrations around \_\_\_\_\_?**

[This question will help you get to your client's biggest pain point]

**6. What are your top 3 goals for this year?**

[This question helps you determine your ideal client's goals and aspirations]



**7. How much are these problems costing you?**

[This question will help determine if your ideal client thinks the problems is sufficiently important to purchase something to solve]

**8. How would your life look if you accomplished those 3 goals?**

[This question helps you dig deeper into your ideal client's motivations]

**9. What is the #1 question you have about \_\_\_\_\_?**

[This can help you determine content for your website/ information product]

**10. If I created a product about \_\_\_\_\_(the problem you solve), would you be interested in buying it?**

[If you're considering creating an information product, this question can help you determine the level of interest in your specific idea]

**11. If I could promise \_\_\_\_\_(the results you would provide), how much would that be worth for you?**

[If you're considering creating an information product, this question can help you determine your price point]