Ideal Client Description

For any strategy and corresponding set of tactics to work they must appeal to someone. The first element, and in some cases the primary element, is *who*. Develop your marketing strategy around a narrowly defined ideal client above all.

Company Name

Date

SEGMENT NAME

Most businesses are suited to serve a narrowly defined market segment best — kind of like a sweet spot.

Goals Related to Purchase

The secret to attracting, as opposed to hunting, your ideal client is to understand what makes them tick, what triggers them to go looking for someone like you.

PURCHASE MOTIVATION

People make most of their purchase decisions to either avoid pain or experience some gain.

Behavior that Qualifies

What behavior qualities do your ideal clients typically exhibit that may act as another marker for you to focus on?

GREATEST FRUSTRATION

If you can discover a common frustration or desire that is shared by your target market, and you can discover a way to solve that frustration, you may indeed uncover a golden opportunity.

Biographical Sketch

The idea here is that you create a picture of your ideal client through the use of words and images that are so rich, just about anyone could conjure up a vision of such a client.

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