



## *How to Create an Ideal Client Profile*

### **The Video**

In this video, I discussed the importance of knowing who you're selling to so your content is tailored for everything they're looking for. But this can be daunting and it might even be hard knowing where to start. But after years of creating Ideal Client Profiles, I created an exercise to help with the process.

### **The Goal**

I want you to create such a distinct idea of who you're speaking to that every time you're ready to post a photo on Instagram, you know it's the perfect fit for your Ideal Client.

I firmly believe creating a story about your Ideal Client is the easiest way to make him/her a real person in your mind. Sure, it might feel silly, but once you're confident in your Ideal Client Profile, you'll soon be attracting your dream clients...all because you're talking to him/her in a way they love about the things they love.

### **The Story**

Below you'll find a series of sentences you'll fill in according to what fits for your business. The more sentences you answer, the more complete your story will be. In fact, you'll get 10,000 bonus cool points for completing the assignment in its entirety. Com'on who doesn't love cool points?!





Before you get started, I'm sharing a list of my favorite descriptive words (adjectives) to ensure this Instassignment is easy and fun!



#### MY FAVORITE ADJECTIVES:

Adorable	Gentle	Real
Adventurous	Glamorous	Selfish
Beautiful	Happy	Shy
Bright	Helpful	Silly
Calm	Important	Tender
Cautious	Joyful	Thoughtful
Cheerful	Lazy	Uptight
Defiant	Loveable	Vivacious
Delightful	Naughty	Valuable
Encouraging	Nice	Wild
Energetic	Obedient	Witty
Entertaining	Outrageous	Young
Educational	Poised	Zealous
Fancy	Powerful	
Friendly	Quaint	



- ◆ In the \_\_\_\_\_ (choose one: rainy, sunny, cold, humid, dry) city of \_\_\_\_\_ (choose a city), you'll find my ideal client.
- ◆ His/her name is \_\_\_\_\_ (choose a name) and he/she is \_\_\_\_\_ (choose an age) years old.
- ◆ His/her friends describe him/her as \_\_\_\_\_ (adjective) and \_\_\_\_\_ (adjective).
- ◆ He/she (choose one) spends the weekend enjoying \_\_\_\_\_ (list activity) \_\_\_\_\_ (list activity), and \_\_\_\_\_ (list activity).
- ◆ He/she dresses in \_\_\_\_\_ (adjective) and \_\_\_\_\_ (adjective) clothing, and shops at \_\_\_\_\_ (list a clothing store) and \_\_\_\_\_ (list a clothing store). Overall, his/her style would be described as \_\_\_\_\_ (adjective).
- ◆ My Ideal Client is/is not (choose one) married.
- ◆ My Ideal Client does/does not (choose one) have kids.
- ◆ My Ideal Client follows \_\_\_\_\_ (list a Facebook account), \_\_\_\_\_ (list a Facebook account), and \_\_\_\_\_ (list an Facebook page) on Facebook.
- ◆ He/she likes these Pages because they are \_\_\_\_\_ (adjective) and \_\_\_\_\_ (adjective) and they post \_\_\_\_\_ (adjective) types of updates, videos, and photos.
- ◆ My Ideal Client follows \_\_\_\_\_ (list an Instagram account), \_\_\_\_\_ (list an Instagram account), and \_\_\_\_\_ (list an Instagram account) on Instagram.
- ◆ He/she likes these accounts because they are \_\_\_\_\_ (adjective) and \_\_\_\_\_ (adjective) and they post \_\_\_\_\_ (adjective) types of photos.
- ◆ When my Ideal Client finds my website, my Facebook Page, and my account on Instagram, I want him/her to feel \_\_\_\_\_ (adjective), to see \_\_\_\_\_ (adjective) photos, and to know what I'm selling: \_\_\_\_\_ (list your product or service).

So that's it. You now have the framework to build a story about your Ideal Client. Simply rewrite this story and fill in the blanks to ensure you have a very good idea of who you're talking to...and this will clarify what you can share on your website, post on Instagram, and post on Facebook that'll appeal precisely to their sensibilities!

