

# Who Are Your Clients?

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In order to design a top notch service you must first know who you are serving. For whom are you creating value? Who is that person; what are their needs and problems; what are their behaviours and attributes?

Your business can serve more than one target client, but in order to effectively market your services you must be specific. You must choose who to serve and who to ignore. As a solo entrepreneur, it is not possible to attract or serve everyone effectively.

## Profiling Your Target Market

The more information you have about your prospective clients, the easier it will be to market and sell your service/product. Do some research and complete the following profile. Be sure to create this profile in writing so that it will help you stay focused in future endeavours.

### If Your Clients Are Individuals or Professionals:

1. Age range
2. Gender
3. Level of education
4. Professions or occupations/Job Title
5. Industry
6. Annual Income
7. Marital status
8. Family make up
9. Geographical location
10. Ethnicity
11. Race
12. Physical characteristics
13. Hobbies

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14. Psychological needs (image, values, frustrations, intellectual)
15. What are their political leanings? (Environmental or social development, business development, cultural development, etc.)
16. What is their style? (Interpersonal -people oriented, Objective - things oriented or Introverted - idea oriented)
17. What are the typical aspirations and desires of this group?
18. What is the purchasing style of this group? (Do they look for Leading Edge, Dependability, or Value)
19. Where are they likely to shop?
20. What magazines and newspapers do they read?
21. What sorts of media do they engage with? (Radio Stations, TV Shows, Internet, Books, Theatre, etc)
22. What organizations do they associate with?
23. What sports or leisure activities do they engage in?
24. What are typical stresses of this group?
25. Are there particular times of year when their pressures mount?
26. What are their major pains that your product or service will mitigate?
27. What pleasures do this group seek that you can enhance?

## If Your Clients Are Entrepreneurs or Organizations

1. Number of Years in Business
2. Business Phase – Start Up, Developing, Moving Up
3. Speed of Growth
4. Industry
5. Size of business – Number of Employees/Employee Profile

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6. Annual Revenue
7. Type of Business – Service/Product, Business to Business or Business to Consumer.
8. Number of Managers
9. Decisions Makers
10. Location/ Geographical Coverage
11. Organizational Challenges

Now that you have chosen your target group and have this comprehensive profile of it, it's time to look for ways to connect and get close to individuals in the group.

## Percentage Breakdown of Your Target Market

Know that 97% of your ideal clients are not looking for your program or service right now.

3% Are actively looking for your solution. They are Googling and asking their friends where to find what they want or need. All marketers are trying to access this group. This group responds to the direct sell approach. Eg. Sign up for this Reike workshop.

7% Are open to your product or service. They just haven't heard about the kind of thing that you do. They would be curious to know more.

30% Are aware for the future. They know they will need your product or service at some point, but not now. Eg. When we sell this house we'll need a Stager and a Realtor.

30% Are totally unconscious. You know they have a problem, but they don't. They lack the context to enable them to recognize the problem. Eg. They know they have stress problems, but are unaware how meditation could bring relief.

30% Are just plain NO. They are closed to purchasing because they are not in the right location, their budget will never allow this, or they've already hired someone else. Then there are some folks who are attached to their problem and are unwilling to let go of it.

Remember that 67% of people are rarely targeted and are being ignored by marketing. This group requires a very different approach - a gradual relationship building approach rather than the direct approach appropriate to the 3% actively looking group.

Source: Callan Rush's "How to Fill Your Workshops With Ease" presentation.

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## Target Client Profile

Use this profile to guide your marketing strategies. Picture this person as you write all your marketing materials (blogs, website, posters, business cards, brochures, etc.)

<b>Picture here</b> Use a photo that represents the aggregate		<b>(Name here)</b> use a fictitious name to represent Age: Gender: Education: Profession: Years in : Industry: Income: Family Status: Location:		<b>The Story</b>																			
				Aspirations & desires																			
<b>Type:</b> Enneagram (remove those that don't relate) One -Reformer, Perfectionist, Crusader Two - Helper, Caretaker, Enabler Three -Achiever, Producer, Status Seeker Four - Individualist, Artist, Special One Five - Investigator, Expert, Thinker Six - Loyalist, Trouble-shooter, Stalwart Seven - Enthusiast, Generalist, Connoisseur Eight - Challenger, Leader, Protector Nine - Peacemaker, Healer, Comforter		<b>Narrative:</b> describe typical daily activities, values, interests & hobbies, overall satisfaction with their life & career, financial stability																					
<b>Needs:</b>		<b>Frustrations &amp; Stresses &amp; Pains::</b>		<b>Digital Use Frequency:</b>																			
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Never	Yearly	Monthly	Weekly	Daily	Hourly																		
<b>Preferred Communication/Delivery:</b> In person Telephone Skype Google+ Hangout One-on-one Group/Workshop Training		<b>Media Interests:</b> radio, tv, books, movies, internet, magazines  <b>Political Leanings:</b> environmental, social development, business development, cultural development		<b>Social Media:</b>																			
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