



Create Your Client Attraction Blueprint

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9 Things You Must Know to Create Your Client Attraction Blueprint!

1. Who do you love to work with and why? Clearly picture in your mind some of your favorite clients or one client in particular.
2. What makes this individual or group of people your ideal client? Write out every detail you can think of.

Ideas: They are punctual, pay on time, adore you, always do their homework, are silly, creative, authentic...
3. Are there enough of them in the world to buy your services and help you reach your income goals?
4. What are your ideal client's goals and how can your products/services help them to reach their goals?
5. Keeping this individual in mind, stand in his/her shoes for a moment. Write down what 3 to 5 problems she/he was struggling with before working with you.
6. Where is your ideal client on his/her journey when you meet them?
7. Stay in his/her shoes and describe the results this person created from working with you.
8. Now ask yourself or even better, go ask your client, where does he/she hang out in person? What types of groups, associations or organizations does he/she participate in?
9. Ask yourself, where does this person hang out online? Facebook, Twitter, LinkedIn, Google+? You are probably already connected to them on at least one of these sites!

Knowing these 9 things will help you to:

- Target clients who want what you are selling, making sales easier!
- Create a website that is juicy and attracts your perfect clients because it speaks to them!
- Turn prospects into warm leads because you speak their language!
- Create a marketing plan that is specific to attracting your ideal clients, saving you time, money and tears over trying to sell to the wrong people!
- Build the PROFITABLE business you have always dreamed of!



Sample Ideal Client Profile

It is common knowledge in most marketing circles that knowing who your ideal client is and where to find them is a key piece of any business plan, not just a marketing plan. Just because we are passionate about a topic, does not mean that there is someone out there who shares your passion and wants to listen to what we have to say. 15 years ago I launched a publication for parents in North Texas.

A big part of success was how well I knew my average reader. I want to show you how I came up with a very detailed description of her. One of my challenges as a publisher was that I had two distinct client groups that I had to make happy: readers and advertisers. But advertisers were the ones who brought in the income, right? Yes they were but moms were really the group that drove my business success and they had very clearly defined needs and wants. Listen to this:

Susan is a 33 year old SAHM with 2 children ages 3 and 7. She has a household income of \$100,000 and lives in a 3,000 square foot house in central Plano. Her 3 year old daughter attends a mother's day out program 3 mornings a week. Her son is entering 2nd grade at a public school and she is nervous about who his teacher will be and if his reading is up to par for his age. She volunteers at her son's school while her daughter is at preschool. She hosts two birthday parties each year and spends a minimum of \$300 per child on each party. Her daughter takes dance and gymnastics at two local studios near her home and participates in a ballet recital every May. Her son plays soccer and basketball and they are considering adding hockey this fall. Her husband works in downtown Dallas and works long hours. She is concerned about her children's health and tries to make sure they eat well and get plenty of physical activity. She and her friends all see the same pediatrician who's office is only 5 minutes away. She plays bunco with her neighborhood friends once a month, gets a manicure and pedicure every other week and wonders if her children are smart enough, good-looking enough and have the best of everything. Sometimes she thinks about her former career in banking and misses the company of other working adults but then turns to face a pile of laundry a mile high and to comfort her daughter who is having a pre-dinner meltdown. She is very careful with her budget and is more likely to spend money on her children than on herself. She tends to shop at Wal-Mart and Kroger for groceries but spends \$50 for a pair of shoes at Stride Rite for her daughter and \$75 for a pair of Healy's for her son. She is a member of a local mom's club that meets monthly for educational sessions and weekly for outings and adventures around the metroplex. She reads North Texas Kids, Dallas Child and Kids' Directory on a regular basis. She rarely reads the Dallas Morning News but she does watch the news in the morning to see what the weather forecast is. She is a closet American Idol addict and has been known to text in her votes. She is computer savvy and looks to the internet for additional information and resources for her area, she rarely sits down to surf or check email until 9pm. She reads a variety of parenting-related blogs and watches You Tube videos on a weekly basis and she forwards the best ones to other members of her mom's group.

Who is Susan? She is the average reader of North Texas Kids.

How did I discover her? Through a combination of demographic research, direct reader response and

personal experience. Susan is a compilation of many of the moms that read our magazine. The profile above includes a combination of demographic, psychographic, geographic and behavioral details.

No matter what your profession is or what your company sells, you have to be able to identify each individual who will buy your product or service down to the detail of where they are, where they shop and what concerns they have. You also have to know if there are enough of them to generate your desired income. If we look at Susan's description more carefully, we see that there are certain underlying themes that we as a business know are important to moms: time, money, education and health & wellness. You will find all of these topics covered in each issue of our magazine. If our readers are happy and read this free publication every month, then ideally our advertisers are happy, too.

Before I started North Texas Kids, the very first thing I did was to explore the demographics of Collin County, TX. Just because I wanted more information about all things relative to raising kids didn't mean that there were enough other moms and businesses to support my project. I knew who my ideal reader was and who my ideal client was, I just needed to find out where they lived and worked and if they were looking for each other.

So let's look briefly at the demographics of Collin County. Even today I find these statistics overwhelming and it helps me understand why people want to live here and why they want to own a business here.

2006 Estimated Population

Just under 700,000 (when I started my business it was less than 500,000, when I gave this talk a year ago it was just over 650,000)

Estimated number of children: 179,000 (14,320 of those under the age of 5)

Median age: 33 Dallas median age is 27. We are an "older" community, not as many young single people just entering the workforce.

Household Information: 236,000 housing units

41% with children

14% single moms

Median Household Income in Collin County is \$85,204 (In Frisco, it is closer to \$100,000, in Dallas, the median income is \$41,000)

Homeownership Rate is 68.6%

Average Home Value is \$82,000

Female Persons

49.8%

Education

High School Graduates

91.8%

Bachelor's Degree or Higher

47.3%

Women-owned firms

29.7%

In summary, there were a lot of women and a lot of children in Collin County. As far as I was concerned in 2002, I couldn't go wrong with a kid-oriented business. And time proved me right. Women will always have children and will always need access to information and resources to simplify their life and help them to raise happy healthy kids.

Once I started my business, I created the opportunity to ask Susan directly who she was and what she wanted from North Texas Kids. We conducted reader surveys in the magazine and online. I talked to moms in parks and sitting waiting for my own kids at dance or soccer. I was active in my local PTA and spoke often to mom's clubs. I volunteered at my children's school and spend time with other moms who have children the same age as mine.

I also spent time talking to my clients, helping them to understand what it is that moms wanted, what their needs, challenges and fears were.

How well do you know your ideal client? Who is your favorite client? I encourage you to get specific about your ideal client. Who is he or she? Is it an individual or a company? If it's a company, who in the company? Write it down, use as much detail as possible. It is not difficult to find this information but it can be time-consuming. It should be thought-provoking. Some resources for finding local demographics include the US Census website, city and county websites, Chambers of Commerce, Visitor's Centers, Civic Centers, Better Business Bureau, your competitors, do a survey of your own, in person or through resources like SurveyMonkey.com. Don't forget to include information about who you like to do business with and what problems you will solve for your client.

Just as a mission statement guides the operation of your company, a customer profile will guide your sales effort. Without this overview of my target reader, my sales staff would find it hard to sell an ad to the local studio that offers the dance, gymnastics, sports, etc. that this mom is looking for. Our target advertiser is trying to reach Susan and we know without a doubt that we can help them do so. Our clarity around both our typical readers and our ideal advertiser has been the key to our growth and success. I guarantee, if you dedicate time and energy to clarifying in your own mind and in writing who your perfect client is, you will find lots more of them.

Ready to Create Your Ideal Client Profile?

- Answer the following questions and fill out the chart on the next page. Then, on a blank sheet of paper, write a complete profile of your ideal client. I encourage you to find a photo, too, and include that with your written biography. The clearer and more specific you are, the more likely you are to attract the perfect clients.

What is Your Niche?

- Who do you want to work with? Think about age, gender, age of children, issues, etc.
- Do your demographic and psychographic research to better understand your ideal client.

Your Client's Three Ps: Problems, Pains and Predicaments

All marketing strategies include information that promises desired results to your prospects 3 Ps. How can these Ps be solved once and for all?

- Problems
- Pains
- Predicaments

An investor who markets commodities sells results – more money.

A clothes retailer sells how you look or feel – comfortable or classy.

- What problem, pain or predicament might you solve?
- To do that, what kind of information can you provide?
- To do that, what kind of services or actions can you provide?

Where Are Your Clients?

How can you find and zero in on your clients through your promotional activities?

- What organizations do they belong to?
- Where do they network?
- What conferences or workshops do they attend?
- What other professionals provide them services?
- What magazines or publications do they read?
- Do they read mail? Email? Newsletters? Reports?
- What web sites do they frequent?
- Who refers them to people like you?
- What directories are they listed in?

Knowing where to find your clients makes you more effective in your marketing efforts, and this focus pays off well.

Ideal Client Profile

From all the previous information, create a grid of your ideal client.

Client Demographics	What you know	Problem, pain or predicament	Point of contact

Key: You give solution-based services or information to let your prospect imagine, feel, think and believe that they can solve the issue or feel better.

