

# How to find your ideal clients

- Use this workbook to create a picture of your ideal client, so you're aiming your marketing at the right people.
- Think about the clients you have at the moment, and pick 3 of the best ones
- If you're aiming for a different kind of clients (eg, your current clients are less likely to pay what you need to charge, or you have a new product/service) you'll have to imagine what they're like
- For each one, use the following sheets to work out what they're really like, and what they really really want.



What do they need from you?

**My favourite clients:**  
Example A  
Example B  
Example C

All about them

- Gender
- Age
- Education
- Job Role

Internal desires

- Prove myself
- Financial security
- Be the best
- Don't get fired

External pressures on them

- Partner wants more money
- Look good at work
- Target at work

My favourite clients

Client A

Company/person-

External pressures on them

Internal desires

What do they  
need from  
you?

What does client A want?



My favourite clients

Client B

Company/person-

External pressures on them

Internal desires



What do they  
need from  
you?

What does client B want?



**The Joy of Business**

My favourite clients

Client C

Company/person-

External pressures on them

Internal desires

What do they  
need from  
you?

What does client C want?



**The Joy of Business**