Don't Lose Out On Clients

HOW TO ATTRACT YOUR IDEAL CLIENTS & HAVE THEM COME KNOCKING ON YOUR VIRTUAL DOORS





INTRO

As a service-based entrepreneur, you've probably heard about or have done the dreaded "exercise." I'm not referring to aerobics or anything related to a physical workout; I'm referring to a mental one: creating an Ideal Client Avatar. It is this dreaded, yet valuable exercise, that affords you clarity, guidance, and growth opportunity in your business.

In fact, the vision of your ideal client should guide everything you do. From your brand colors, logo, website content, and all things in between, including pricing. For instance, you can't charge that single mom as much as you can the CEO of a Fortune 500 company. And the mom's pain points probably aren't much of a, or of any, worry to the company's shareholders.

Because the two audiences in the example are vastly different, can you see how a "one size fits all" strategy wouldn't apply? Therefore, you must take time to drill in on and create content for who you serve so that you're attracting the right people.

But how do you get clear? Many of the tips you'll find online say to incorporate much of the following ideas in your Avatar, and I agree with that perspective. These ideas are:

- Age group
- Income
- Gender
- Family status
- Education
- Lifestyle goals
- Hobbies
- Values/Qualities
- Buying habits
- Social media sites they hang out on
- and more



And some sites go on to say to then write up a nice little story. Using the example above, let's say you give her a name, marital status, perhaps a couple of kids, and a load of student loans. At this point, you think you know quite a bit about her.

But you would be wrong, and if you stop there, you may be missing a huge piece of the puzzle—and losing out on the best clients because of it. That's why I've included two additional elements on pages 1 and 2 that are often overlooked but worthy of being incorporated in your Avatar profile.



You didn't start your online business so you could sit around waiting to get clients probably or serve the wrong ones, and maybe make an impact and earn a little to no money. Starting today, you can turn that around.

With the tips in this guide, you'll be able to create your client-attracting Avatar. Once you finish, update your site to reflect content that caters directly to your dream client and start marketing the content on your business social media accounts as well. In addition to marketing, you want to start being of service on social media. If you're not familiar with the phrase "being of service," it merely means to join social media groups where your dream client hangs out, so you can offer insight on the question/topic at hand or start a thread on a topic. The key is that you are sharing your thoughts without any strings attached.

If the group allows sharing of paid offers, do it. But if it doesn't, don't. Regardless, first and foremost, be of service. (*Note: be sure to read and follow any group rules*).

Being of service and marketing laser-focused content are two of many prominent ways to stand out and get seen for the right reasons.

With persistence and consistency, you'll soon make headway, and your dream clients will come knocking on your virtual doors.

To your biz-buildng success, Mari Lee

PERSONALITY MISMATCH



Here's something that's rarely considered in the "ideal client" equation, and it's arguably the most important part: personality.

If you're snarky, sarcastic, fun-loving, and loud, then a quiet, middleaged mom who spends her time volunteering at the church is probably not a good fit for you. Sure, she might need your help, and she might love your products, but for one-on-one coaching, this match-up is a disaster. Either she will be uncomfortable with your style, or you'll be miserable trying to reign in your natural exuberance.

Better to pass mom on to a coach who is a better fit for her personality-wise.



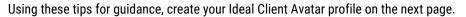


This one can be difficult to calculate from the start, but once you recognize it (or the lack thereof), it's worth paying attention to. The client without the drive to succeed will—more often than not—only end up frustrating you both.

As soon as you see the signs of this, it's better to end your relationship with your client than to waste time going over material with someone who won't do the work.

If you look at your current and past coaching clients, you'll begin to see patterns. You can easily look back and see what made some clients a joy to work with, while others were a struggle. Think about what those differences are and add them to your ideal client profile. Then compare any new potential clients to this ideal profile, and you'll never again sign on with a less-than-perfect client.

ACTION



- 1. My ideal customer's gender is
- 2. My ideal customer's age or age group is
- 3. My customer's income range is:
- 4. My customer is: married | divorced | single | widowed and has: 1 | 2 | 3 or more children | no children
- 5. My customer's level of education is:
- 6. In terms of the training I offer, my customer is: beginning | intermediate | advanced.
- 7. My customer prefers to learn by: reading | watching | listening | doing.
- 8. My customer is technically: proficient | challenged.
- 9. The most my customer will pay for a digital product is \$
- 10. My customer's hobby is:
- 11. My customer's values are:
- 12. My customer's goals are:
- 13. My customer's biggest obstacle to achieving their goal(s) is/are:
- 14. My customer's preferred social media site is:
- 15. My customer's personality is:
- 16. My customer's drive to succeed is:
- 17. Other

And for you What have you liked and disliked about your prior clients?

ACTION



EXERCISE: Create Your Ideal Client Avatar using as many of the tips on the previous page as possible. Note: this is a brain dump area. You can always come back to add to or remove from as you need. [FILLABLE Template]

ACTION



EXERCISE: Piecing together the thoughts from your brain dump on the prior page, write out a brief (or longer) descriptive story about your ideal client. [FILLABLE Template]



In this guide, you discovered ...

- The 1 thing that should guide everything you do
- 15 main ideas to incorporate in your Ideal Client Avatar
- 2 overlooked elements that may be causing you to lose out on your best clients
- 2 prominent ways to stand out and get noticed

Where do you go from here?

For some, creating or tweaking your Avatar is no sweat off your brow, and you'll whip your new profile out in no time. If you fall into this category, high-five! Avatar on, my friend.



For others, creating your Avatar is a struggle. If this is you, I get it! I once struggled like you, and I know how overwhelming it can be to figure it out. For this reason, I invite you to learn more about my Thrive: Biz Reset Kickstart private coaching session.

Head to the next page to learn more.





Introducing ... Thrive: Biz Reset Kickstart.

This one-time, 75-minute, one-on-one session by phone, Skype, or Zoom, drills in on your:

- ideal client
- sales pitch/signature offer
- corresponding freebie/lead magnet

At the end of our call, your Client Avatar has been mapped out. You have a clear action list and know how to target the right audience, grab their attention, and send them scrambling toward your "book or buy now" button in lickety-split fashion.



As you've probably heard, "even the smallest actions are steps in the right direction." Your first small step was deciding to download this guide. Your next step may lead to big results.

This is your life. This is the time to reset your business so you can grow and scale with ease.

Click here to learn more about Thrive: Biz Reset Kickstart.

ABOUT MARI



I'm a messy hair-loving enterprising business coach for motivated, ambitious women entrepreneurs who want to fire their boss and work only for themselves. But they can't make that leap because their biz isn't growing (or they're just starting) and don't have the funds to up and quit.

Now if you're in the same boat or you're wondering why you should even care or listen to what I have to say, it's because I know it's one thing to daydream about working only for yourself; it's another thing to get a business off the ground and build it. In fact, it's a lot of work. More so, while working a day job too. But my superpower is catapulting women side hustler entrepreneurs to main gig lady bosses with ease.

What does this mean for you? I know how to help you launch, grow and scale your online, service-based, side hustle, so you can create a thriving biz, earn good money, and finally ditch your soul-sucking 9-5 (on a timetable best for you) without all the overwhelm. Your business will support your life as a full-time entrepreneur doing work you love with the income, flexibility, and impact you crave.

I believe that turning a side hustle into a profitable main gig doesn't need to be that hard. With the right approach and strategies, it won't be. I'm here to be of service to you, and I'm fiercely committed to making your leap toward or journey as a main gig lady boss as painless as possible.

That said, whether you work with me or with someone else or do it alone, I wish you the best as you work to impact your life for the better and that of all you serve or reach in your little (or big) corner of the internet world.

Let's connect!







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