

Clarity Class

Your fast track ticket to a bespoke business blueprint

Module Three

Ideal Client, Content & Core Message

This Week's Learning Objectives

- ✓ To understand why figuring out who your ideal client is, is KEY for your business success.
- ✓ To identify what sets you apart and makes you unique as a business owner and a brand – your signature element/feel.
- ✓ To learn the importance of communicating the values (and why!) of your work throughout your brand.
- ✓ To implement your market research strategies so that you can begin to get in front of your ideal client/customer, speaking their language.
- ✓ To consolidate your learning and research thus far in order to start crafting your offers/services which stand out!

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Ideal
CLIENT

- ✓ To understand why figuring out who your ideal client is, is **KEY** for your business success.



When starting your business, the temptation is to think about your ideal client as everyone who *could* potentially benefit from your products/services.

There's not much which is especially *unique* about this client. They just happen to be someone who might pay for your work.

- ✓ To understand why figuring out who your ideal client is, is **KEY** for your business success.

Your work is unique and powerful and has a voice, style and language of it's own.

Your ideal client should also have these qualities! A unique flair, an individual voice.

- ✓ To understand why figuring out who your ideal client is, is **KEY** for your business success.

Just for a moment...

Don't think about everyone who your work *has served* in the past or who could potentially access it in the future.

They may play a part in your business at some point.

However...

- ✓ To understand why figuring out who your ideal client is, is **KEY** for your business success.

Your Ideal Client

- Is someone you know *exactly* how to support or someone you know would 100% benefit from your product(s) or service(s).
- Is someone you *can't wait* to work with.
- Is someone who is *energy giving* & not energy sapping.
- Is someone who *you light up about* when working with.
- Is someone who would benefit *most* from your work or service.

- ✓ To understand why figuring out who your ideal client is, is **KEY** for your business success.

So, when you think about anyone you have worked with in the past or thought about working with when you launch...

Are they *Ideal Clients*?

Or 'could be' clients?

- ✓ To understand why figuring out who your ideal client is, is **KEY** for your business success.

Exceptions to the rule...

-A product-base business doesn't have as much 1:1 input with the clients/customers.

However...

Knowing your ideal client is still crucial because otherwise you won't know who you're communicating with when it comes to your messaging and branding.

✓ To understand why figuring out who your ideal client is, is **KEY** for your business success.

Be bold and think about what your true ideal client is like.

Use these questions to support the process...

- What do they do for a living?
- How old are they?
- What hobbies do they have?
- Where do they socialise?
- What is their lifestyle like?

- ✓ To understand why figuring out who your ideal client is, is KEY for your business success.

Barriers to focusing on your ideal client,

And my answers...

- What if others *unsubscribe*?
- What if the *niche* is too small?
- What if I want to *change* later on?

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Your *signature*

FEEL

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- ✓ To identify what sets you apart and makes you unique as a business owner and a brand – your signature element/feel.

Knowing who your ideal client is, is *the first step*.

Now it's time for them to find out *why YOUR product/ service is ideal for them!*

- ✓ To identify what sets you apart and makes you unique as a business owner and a brand – your signature element/feel.

You are not the first person ever to offer the product/service which you provide.

So, what makes *you* the unique and right choice for your ideal client?

How do you stand out when there are so many who offer what you do?

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Your signature offer and/ or brand

Is what makes you stand out from a crowd of people doing similar work to you.

When creating your *signature feel*, think about the following...

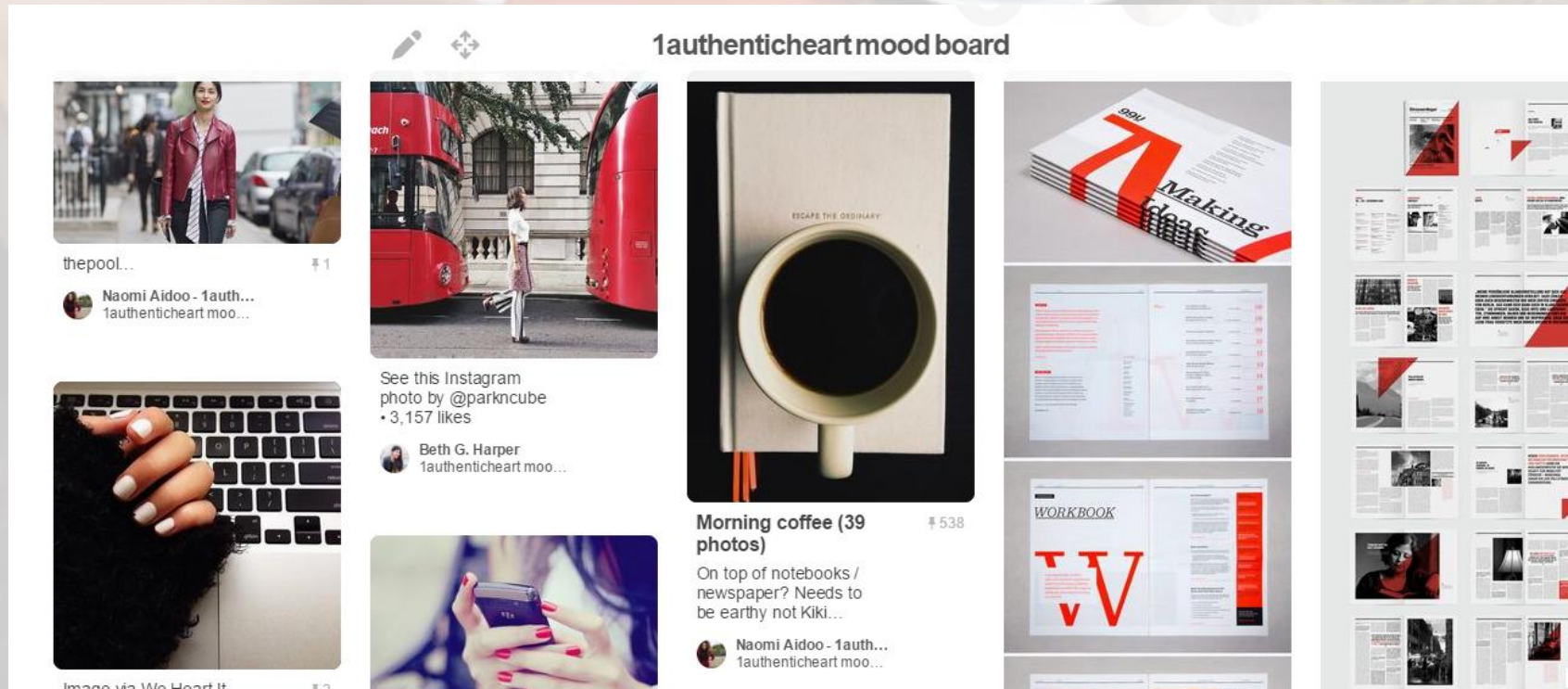
- ✓ To identify what sets you apart and makes you unique as a business owner and a brand – your signature element/feel.

Your signature offer and/ or brand

- What problem(s) do they have which *you* can solve? (Offer)
- How do you want them to *feel* when on your website or engaged with you on social media? (Branding)
- What colours/places/people etc *represent what your work stands for* and how can that be seamlessly communicated throughout everything that you do? (more on that in the next step.)

- ✓ To identify what sets you apart and makes you unique as a business owner and a brand – your signature element/feel.

Signature Branding: *Creating a moodboard with Pinterest*



- ✓ To identify what sets you apart and makes you unique as a business owner and a brand – your signature element/feel.

Signature Offer: *Get specific*

- *What do your ideal clients/ customers say* about your products/services? What's something which *consistently* comes up? (If your new in business, what do you friends/family say about you or your work?)
- What is something which *you really enjoy* serving your clients/customers with?
- What is something which *comes pretty naturally to you*, but isn't as easy for everyone else?

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**The *values* of your
BRAND**

- ✓ To learn the importance of communicating the values (and why!) of your work throughout your brand.

Bill Hybels says it best....

Vision Leaks!



- ✓ To learn the importance of communicating the values (and why!) of your work throughout your brand.

This means that at *every touch point* your ideal clients/customers have with you and your brand, you have to be communicating it!

Do you have anything included in your brand or business which doesn't communicate *your vision or wider why?*

Remember – people rarely buy the 'what', *they buy the 'why'* ...Are you missing an opportunity? Or is there something you need to rework or remove?

- ✓ To learn the importance of communicating the values (and why!) of your work throughout your brand.

How are you going *to communicate your 'why'* in...

- Your products/services?
- Your online presence?
- When telling someone about what you do?

- ✓ To learn the importance of communicating the values (and why!) of your work throughout your brand.

Elevator Pitch

Imagine you had to talk about your business to someone who had never met you or has no idea what you do.

What do you say which communicates the why and isn't overcomplicated?

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Speak their
language

- ✓ To implement your market research strategies so that you can begin to get in front of your ideal client/customer, speaking their language.

Think back to your market research from Module One...

Hopefully, you will now have more of an idea of the content they enjoy from you specifically.

OR

The content they enjoy from people offering something similar to what you will soon be offering

- ✓ To implement your market research strategies so that you can begin to get in front of your ideal client/customer, speaking their language.

Speak their language when talking about:

Their Pain - Are they saying they're 'tired' or 'overwhelmed'?

Their Pleasure - Are they looking for 'freedom' or 'more time with their kids'?

Spell it out as clearly as you can in a way they will understand!

- ✓ To implement your market research strategies so that you can begin to get in front of your ideal client/customer, speaking their language.

Also consider:

How they *best receive* this information?

Video? Blog post? Podcast?

- ✓ To implement your market research strategies so that you can begin to get in front of your ideal client/customer, speaking their language.

As we've spoken about, having multiple '*touch points*' in your business is a good idea.

Think about all of the ways your ideal client could potentially *come into contact with your brand*.

Have you got something to show them at every 'point'?

- ✓ To implement your market research strategies so that you can begin to get in front of your ideal client/customer, speaking their language.

This doesn't mean *new content* for every single area – that's exhausting!

But is there content you could *repurpose* so that your message is in front of them in a *variety* of ways?

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Creating, crafting
and
CONSOLIDATION

- ✓ To consolidate your learning and research thus far in order to start crafting your offers/services which stand out!

As a result of this lesson and the previous modules, you now have a solid foundation to begin to create:

- The '*Who*'
- The '*Why*'
- The '*What*'
- The '*How*'

And the '*Where*' of your business...

The '*When*' will differ from business to business as we're all in different places. But consider this list when building – and start getting creative!

- ✓ To consolidate your learning and research thus far in order to start crafting your offers/services which stand out!

-The *'Who'*

-The *'Why'*

-The *'What'*

-The *'How'*

And the *'Where'* of your business...

This is not the stage to get worried about pricing, package options and perfect descriptions of everything. (We'll get to that as we journey through the program).

Instead, use this list to build a rock-solid foundation for consolidation!

Reviewing Our Learning Objectives

- ✓ To understand why figuring out who your ideal client is, is KEY for your business success.
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This week's action steps...

- ✓ To write out a description of your ideal client (or 'clients' if you have a different ideal for each product/service)
- ✓ To create/refine the signature element or feel of your brand using a mood board to aid your process.
- ✓ To begin to brainstorm or create the main product(s)/service(s) which will form your business. (We'll dive deeper with this in module 8.)
- ✓ To ensure your 'why' and value is communicated throughout your business (+ your elevator pitch.)