

IDEAL CLIENT WORKBOOK

The Female Creative

WANT TO IDENTIFY AND DEFINE YOUR IDEAL CLIENT?

Then you are in the right place!

Identifying who your product/service is aimed at, is the absolute foundation for building a brand, and a business, yet is a step missed by so many!

So by downloading this guide you are taking a great step towards supporting your business and laying the building blocks to grow and development.

About The Female Creative.....

Hannah is founder and director of [The Female Creative](#), a coaching and mentoring service supporting creative start ups to grow!

As well as 1:1 coaching, Hannah also runs a group coaching monthly membership, [TFC Hub](#), a like minded community of women who benefit from monthly master classes, training and support to grow and develop on their business journey.



**If you want to develop your ideal client avatar further
then get in touch to book a FREE discovery call
[HERE!](#)**

Introduction - Why is identifying your Ideal Client so important?

Knowing who your brand and business is targeted at is the springboard for success. This is why:



By knowing your ideal client you can:

- Attract the people who need your services and products rather than spend time and energy chasing for no return
- Nurture the people who need your services and products
- Get sales from the people who need your services and products

Introduction - Why is identifying your Ideal Client so important?

By knowing who you are targeting you can ensure you are adding value and solving their problems in every social media post and every interaction you have!

This workbook helps you break down all the things you need to think about when identifying your ideal client.

Use information from past and current clients but also think about who you set up your business for, who was that person that inspired you to take action as they had a problem you knew you could solve!

Start by making notes about your ideal client, brain dump all your thoughts and ideas and then use the template to be really specific in creating a CV for your ideal client to bring them to life!

If you want to develop your ideal client avatar further then have a think about investing in my Ideal Client Power Hour! Get in touch to book a FREE discovery call [HERE!](#)

Further information on all my services can be found on my website [HERE](#)

WHAT YOU NEED TO KNOW ABOUT YOUR IDEAL CLIENT?

Demographics - name, age, location, gender

Family - marital status, children, pets, extended family

Education and Employment including salary and financial situation

Behaviour and character traits - social life, hobbies, shopping habits, lifestyle, downtime, relaxation, social media usage

What is the problem that needs solving? This is your problem statement

What makes them happy? - What are their goals?
What brings them joy?

Struggles - What do they struggle with in their business? What are the smaller problems they have? What are their mindset blockers?

Objections - what's holding them back from buying your product or service?

Use the notes page to start compiling your thoughts and ideas

Notes



Name

Occupation

Biography including marital status, children, pets, family, home type. Also use this section to expand on their occupation, job title and salary. Add the problem statement here. eg I want to find more time for myself, I want to meet new like minded people, I want to focus on my health.

Character Traits

- Personality traits
- Key behaviours
- Shopping habits
- Education
- Relaxation habits
- Holidays
- Socialisation
- Extra activities
- Where do they hang out online

Struggles

- Be specific about your client's problems
- You want to be able to solve these struggles with your product/service

Examples;

- Feels lonely as a small business owner
- Doesn't know how to organise their ideas
- Spends too much time procrastinating
- Feels overwhelmed with life and doesn't prioritise self care
- Inconsistency which prevents them from achieving their goals

Goals

What does your ideal client want to achieve?

- Wants to make an income doing something they are passionate about
- Wants more time freedom so they are not bound by the 9-5
- Wants to feel more organised and that the work/life balance is more even
- Wants to work from home and avoid the commute

Objections

What is preventing your client from buying your product/service? eg.

- Lack of knowledge about what you are offering
- Too expensive
- Don't have time

The whole point of knowing the objections is to tailor your content to remove them



Add your
photo
here

Name

Occupation

Biography

Character Traits

Pain Points

Likes

Objections

Thank you for downloading the Ideal Client Workbook!

How did you find it? I would love to know! Share a picture on social media and tag me....

Instagram: [@the_femalecreative](#)

Facebook: [The Female Creative Ltd](#)

If you enjoyed this checklist and found it useful have a think about joining my group coaching membership as there are plenty more resources to help you scale your business and turn ideas into action!

If you want to join TFC Hub for only £39.99 a month then click [HERE](#) once you have signed up the Facebook group link will be emailed out to you!

If you want to develop your business further and explore how my 121 coaching services can support you then get in touch to book a FREE discovery call [HERE](#)!



Thank you so much and I can't wait to chat to you!

Hannah x