

## **Module 2 – Who is Your Ideal Client?**

Many people assume that if you are new in business you should be grateful to have any clients; you certainly don't have the luxury of being selective. Not so, in this case. You are selling a specialized service. If you have given it careful consideration and done your research you already know what areas of nutrition you would like to focus on and you have established the type of person you are, based on your experience, strengths, weaknesses, and educational background. The next step is to determine the type of client you want to attract. It is important to create a profile for your 'ideal' client. Without a profile, you have no idea of your demographic and your advertising dollars, time, and effort will be wasted on people who have no desire to use your service. More importantly, once you have a profile for your ideal client, you will recognize them as soon as they walk through your door. Your ideal client is the person who is committed to making positive change, ready and willing to incorporate your suggestions to achieve their goals. Your ideal client is the person who will rave about you and your service to their friends and family. They will be a constant source of referrals and will help you to grow your business. So let's begin to create an 'ideal' client profile.

The client profile helps you to establish important information about your client. Your client profile will vary based on your area of specialty. For example, if you are specializing in pediatric nutrition, your ideal client, or in this case the person who is making on the decision on behalf of her child, might be a married female, 25-40, with more than one child. She might be a stay-at-home mom or work outside of the home. She may frequent parks, shopping malls, playgroups, preschools, fitness centers, coffee shops, etc. Once you have established your profile, look for people who fit your profile. Where do you see young mothers most often in your neighborhood? If your specialty is pediatric nutrition and your ideal client is a young mom, perhaps you can relate. If so, which publications do you read, what are your interests? Where do you shop? If you fit the profile of your ideal client, you are better able to relate to them, which may help you to build a business filled with clients who fit the profile of your ideal client.

### Client Profile

1. Gender
2. Age Range
3. Geographic Location
4. Employment
5. Marital Status
6. Number and Age Range of Children
7. Places They Might Frequent
8. Hobbies
9. Interests
10. Why might this person seek your services?

Once you have identified who your client is, you are better able to identify where to find them and how best to market your services so that your potential clients are likely to see it.

### **Action Challenge Two**

1. Establish four places your 'ideal' client might frequent, based on your research.
2. We will be discussing advertising options more during step eight, but do some preliminary research to determine which advertising options are available in your area. Establish a marketing plan and advertising budget for the first six months of your business.
3. Establish three free marketing options that would help you reach your potential clients. For example, post a flyer at the grocery store, networking with others in related fields, or social networking online.