

CREATING YOUR IDEAL CLIENT

Your Ideal Client is the prototype of the individuals that you could build your entire business around. This isn't your favorite client but instead is a set of characteristics that we're going to turn into a fictitious person. You'll even give that person a name. If your ideal client is Roger, then Roger should be the type of client who, if you could find people just like him, would fill your entire Core Offer and support a high-performing business. Avoid thinking about specific clients you have now so you don't get stuck on them. Your ideal client will probably be a blend of several really good clients. *It is recommended that you have used the Define Your Core Offer™ tool prior to Creating Your Ideal Client, but it is not required. **Remember, don't just describe your favorite client. Think about the ideal client. It should be a mix of several characteristics.

SECTION 1: LIST THE CHARACTERISTICS

List out all the characteristics you can think of that describe your ideal client.

Where does he/she live? _____

What vehicle does he/she drive? _____

What are his/her strongest personality traits? _____

What does he/she enjoy doing in spare time? _____

How does he/she usually socialize? _____

How does he/she spend his/her weekends? _____

Does he/she make independent buying decisions, or does he/she involve someone else? _____

What are his/her goals? _____

What are the features he/she is looking for? _____

What does he/she read online? _____

What does he/she think/believe about fitness? _____

What is he/she worried about right now? _____

SECTION 2: BUILD THE PERSON

Now let's bring those characteristics to life. Tell us about the Person:

Gender _____

Age _____

Marriage/Kids/Their Ages _____

Hobbies _____

Occupation _____

Income _____

Education _____

Give him/her a name (not the name of someone you know) _____

Hair style, facial features, jewelry, etc _____

CREATING YOUR IDEAL CLIENT CONTINUED

SECTION 3: TELL THEIR STORY

Now we're going to really exercise your creative side. This is important because it's going to open up your thinking to new ways of seeing this person. Understanding them better will enable you to open up new and better ways to connect with them and to find more people just like them. Complete the story below based on what you think about the person you've created above. You can add as much as you want on each blank, and if you want to continue the exercise by adding to it, even better. You will see pretty quickly where the benefits of this exercise come in.

has _____
 for his/her entire life. He/She is motivated by _____
 and has always wanted to be _____
 Since _____
 he/she has been searching for _____
 So he/she took his/her interest in _____
 and turned it into _____
 He/She spends his/her downtime _____
 and _____
 He/She has has to deal with _____
 and occasionally lets his/her knack for _____
 get in the way. When he/she comes through the door for his/her appointment, you can count on

The most important thing that he/she needs from me to meet his/her goal(s) is:

COMPLETION:

Go back over sections 1 and 2 and make any revisions you think may be necessary. Take the information from section 2 and add that to your Strategic Alignment Plan™.

* It is recommended, but not required, that you follow this up with the Local Market Positioning™ tool.

What's next?

We invite you to join our Private Facebook group. It's a group full of like-minded business owners and we guarantee you'll find value. [Fitness Business Mastery](#)

Read more about how important it is to identify and USE your Ideal Client profile in your marketing:
[The First Step in Fixing Your Gym's Marketing](#)