



Who are Your Ideal Clients?

Before we can consider how you will speak to your ideal clients, you will first have to understand who they are.

Describe the clients you enjoy supporting - the type of clients who keep you energized and look forward to supporting each and every week. Be as detailed as possible as it will help you when you write your website about page and service pages.

You may have multiple ideal client groups, create a profile each!



1. Individual, couples or family?

2. Male or female?

3. Where do they live?

4. How old are they?

5. Describe their religion

6. Describe their ethnicity

7. What is their relationship status?

8. Do they have a family?

9. How would they describe their problem? *Use words they would use

10. Are they an introvert, extrovert or ambivert (both)?



11. Describe their personality in 3-5 words

14. What do they do for fun and enjoyment?

12. What are their values in life?

15. What do they do for health and fitness?

13. What's a quote or mantra they live by?

16. What is their highest level of education?



17. What is their career, work or job title?

28. Is their income low, average or above average?

19. What are their typical work hours?

20. Where do they typically work?

21. Are they happy and passionate about what they do for work?


22. What are their priorities and responsibilities in life?

23. What other struggles, challenges and pain points are in their life?

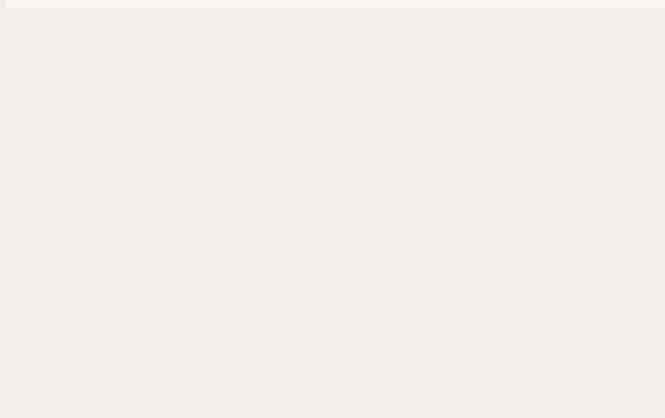
24. What are some unhealthy habits they've adopted?

Ideal Client

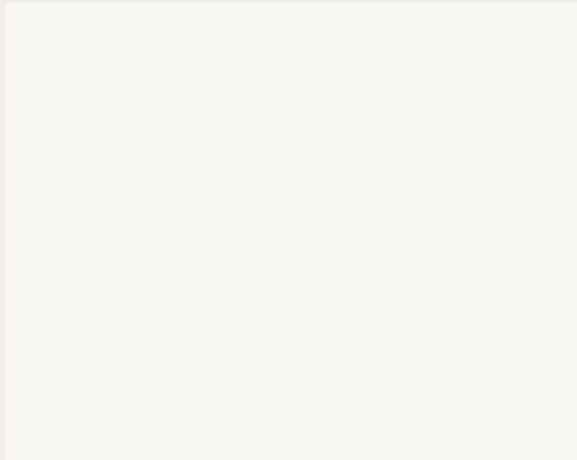
25. What are some of their fears and worries?



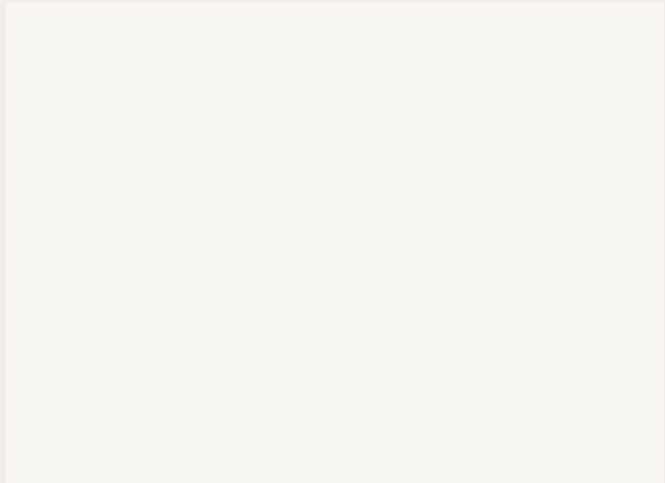
28. What online community groups are they part of?



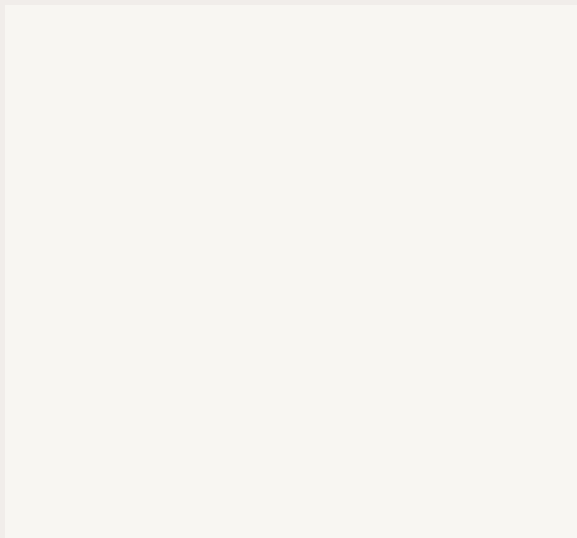
26. What do they want to learn more about?



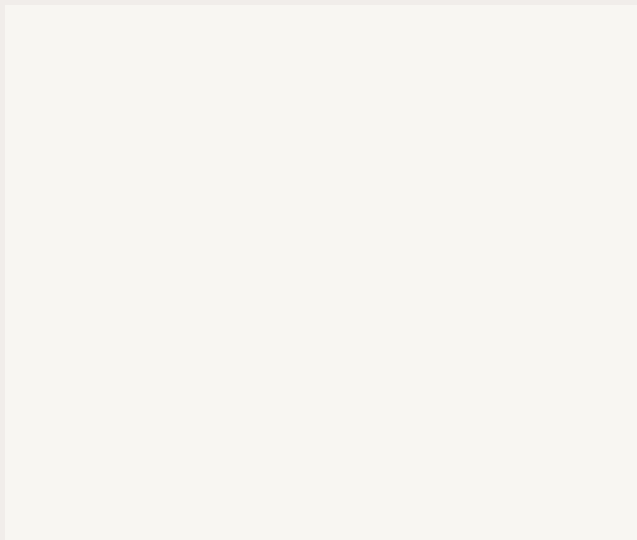
29. What online tools and resources do they use?



27. What social media platforms do they use?



30. What kind of podcasts do they listen to?





31. What kind of books do they read?

32. Do they prefer to learn as an individual or part of a group?

33. Are they a self-paced learner or prefer to be guided?

34. What's their level of knowledge in relation to what you offer?

35. Do they have any experience in relation to what you offer?

36. Do they actively seek advice in relation to what you teach/offer?

37. What is your Treatment plan to help this client. Use 3 goals and include what modalities you will use to reach their goals.

HOME PAGE FORMULA

Step 1: Define your Ideal Clients

Step 2: What's the biggest benefit of your Service?

Step 3: Use one of these formulas to create your Home Page Tagline

- We [do this] for [who]
 - We give exceptional therapy to Anxious Perfectionists
- [What] for [who]
 - Counseling for the ADHD, high achiever generation X, tech man
- [Does what] for [who]
 - Internal Family Systems to heal the Neglected child.
- [Doing this] [with this benefit]
 - Therapy from a BiPOC therapist who understands you
- [What] [with what benefit]
 - Helping teens manage depression and social anxiety, with realistic and helpful strategies.
- [Get this benefit] [by doing this]
 - Connect with others more effectively by healing your relationship
- Helping [who] [do what] [with what benefit]
 - Helping new mothers through post partum depression, so they get get to the joys of motherhood.

HOME PAGE FORMULA

Brain Storm your Tagline:

