



QUESTIONS TO CONSIDER IN IDENTIFYING YOUR CLIENTS

Below are some of the questions found in the book to help identify, define and find your Ideal Client using Internal Factors.

CHAPTER FIVE

- What is important to your potential clients?
- What drives or motivates them?
- What is their purpose in life?
- What are your clients trying to achieve with any given action?
- Where do your clients' motivations fit within Maslow's Hierarchy of Needs?
- What value does your product or service offer that would motivate someone to consider your product or service? Will it help them save time? Save money? Does it offer convenience?

CHAPTER SIX

- How important is your solution (product or service) to your client?
- Are they going to be willing to travel to your location to buy it?
- Are they going to be willing to pay a good price for it, one that will generate a good return for you?
- Are you actually solving the problem you have identified?

CHAPTER SEVEN

- What drove your client to seek your services? What made them realize they had a problem that needed solving?
- In general, which people are most likely to look for your services and why?
- If a potential client has the necessary means to buy, why would they consider working with your business?
- How can your product or service help your client be successful and solve or reduce their problems?
- Who would want to seek your services and what would motivate them to do so?
- Who would line up to get your product or service, without being offered a discount?
- If you were to write a detailed description of your ideal client, what would you say about them that would make them different than everyone else (distinguishing features, traits, habits, etc.)?
- What is your client ultimately trying to accomplish by using your services? What is the problem they are trying to resolve?
- What problems or hurdles are your potential client experiencing that is preventing them from achieving their goals?

CHAPTER EIGHT

- How did your client's core motivation come to be?
- Why do they have this particular motivation/desire/objective and not something else?
- What have they done (actions) because of this motivation?
- What is stopping your client from addressing this core motivation?



- Do they want you to go to them (to reach out to them), or will they naturally come to you?
- How will they know that you exist and that you offer a solution for them?
- Are your clients straight-to-the-point kind of people?
- What elements of their life are most important to them?
- What words resonate with them? How will they know your product will resolve their problem?

CHAPTER FIFTEEN

- Why would a person decide they need my services?
- What problem is my business actually solving?
- What problems would a person need to experience to request my services?
- Why are they having that problem?"

CHAPTER SEVENTEEN

- How does my current business connect with my client's motivations, problems, and buying realities?
- Is this the best way to serve my client? Can I do better?