

Ideal Client Criteria



THREE KEY CRITERIA

Below are three criteria that will help determine if the client you have identified and defined, is actually your Ideal Client.

[1] Your Ideal Client will buy from you nine (9) times out of ten (10)

[2] Your Ideal Client does not require a discount or an incentive to purchase your product or service

[3] Your Ideal Client is willing to line-up, wait weeks/months or pre-pay in order to guarantee access to your product or service

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FIVE QUESTIONS

Here are five key questions to ask yourself about your clients that will help you identify your Ideal Client.

1. What is the unconscious reason that someone would look for my product or service?
2. Who is my ideal client? What makes them unique compared to everyone else? Who would buy from me nine times out of 10, without needing an incentive or a discount, or even if my prices were to go up a little?
3. What do these clients truly want? How would they really want me to solve their problem? What is the result that they would like?
4. What is stopping them from addressing this motivation, this desire?
5. What is important to them? What do they want and need to know?