

CLIENT DEFINITION FRAMEWORK

WHO ARE MY CLIENTS



INTERNAL / EMOTIONAL

MY CLIENT

MOTIVATION

PROBLEMS

SOLUTIONS

EXTERNAL / RATIONAL

FACTORS

MUST

GOOD

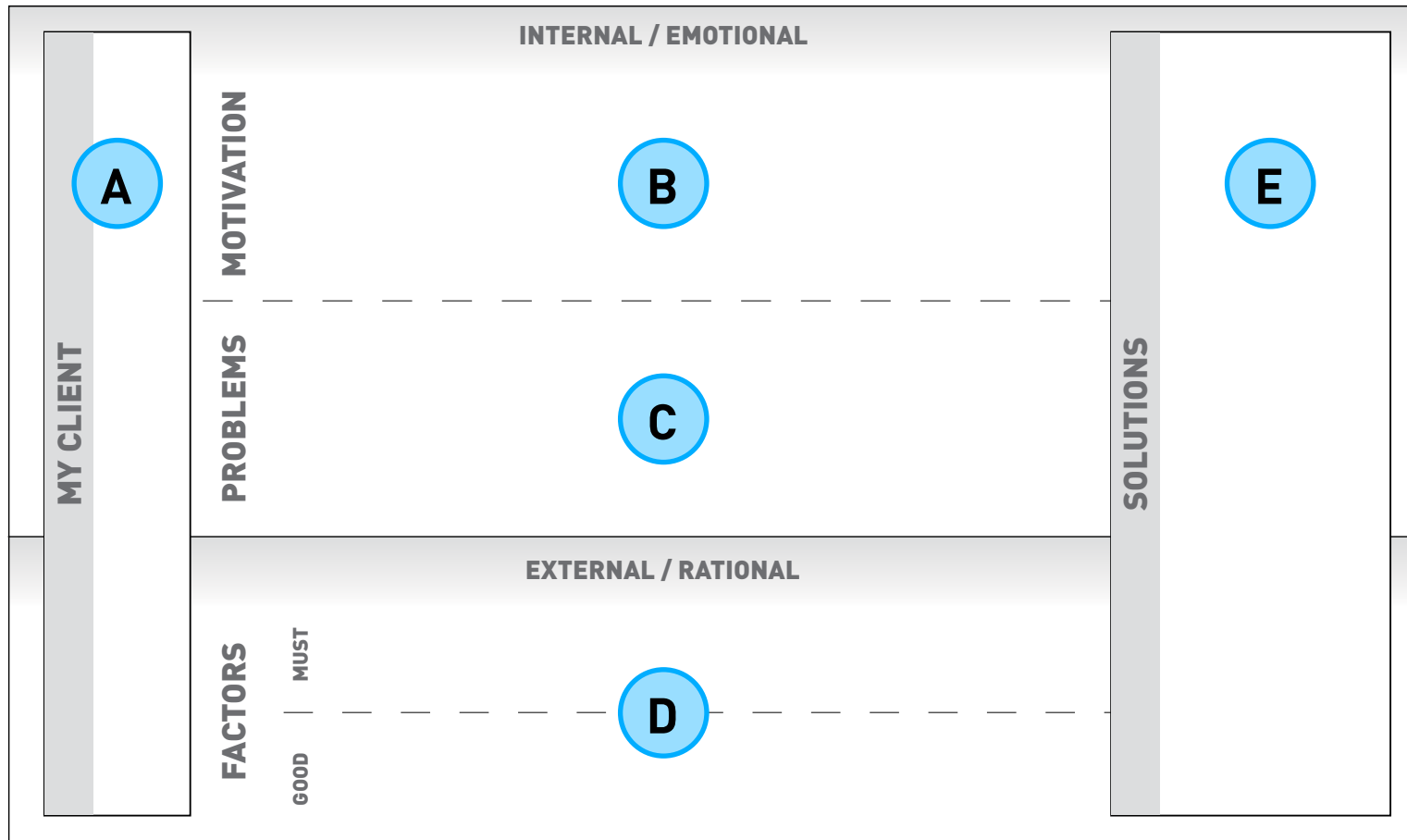
CLIENT DEFINITION FRAMEWORK

HOW TO DETERMINE YOUR SOLUTION OR DETERMINE YOUR CLIENTS

The Client Definition Framework is a great way to have an overview of the key aspects of your client. Use the worksheets to help brainstorm all of the potential options and to help focus your work and energy. You need to try to get into your clients shoes; you need to put yourself in their place. It is really important that you do your research on your client to better understand them (who they are, industries, realities, location, etc) as they are the key to your business success - no clients, no sales, no business. This research will help you validate your framework and therefore, all of the aspects of your business that are tied into your client: product/service, marketing, messaging, operations, pricing, staff. You will need to validate your statements, data and assumptions through primary and secondary market research. Remember to always prioritize each section from most to least important.

IF YOU KNOW WHO you want to work with, fill the grid following this order: **A, B, C, D, E.**

IF YOU KNOW HOW or **WHAT** you want to do, fill the grid following this order: **E, D(MUST), B, C, D(GOOD), A.**



A MY CLIENTS

What is the best way for me to describe my client? I should be able to share this description with someone and they would be able to identify a person who meets that profile.

B MOTIVATION

The MOTIVATION of my client is their purpose, their drive, their desire.

Some questions to help find their motivation:

- What do they ultimately want to achieve?
- Why is this so important to them?
- What are they trying to get at a fundamental level?

C PROBLEMS

What are the PROBLEMS that my client is facing in order to fulfill is motivation. These problems are the needs that I will need to resolve.

Some questions to help find their problems:

- Why is my client not meeting their motivation?
- What is the challenge that my client is facing to fully or partially meet their motivation??

D FACTORS

What will my client need to have in place or will need to overcome in order to be able to use or access my solution.

MUST: The MUST FACTORS are the factors that need to be met for my client to move forward.

Some questions to help find their MUST FACTORS:

- Do they have the money/credit to be able to pay for my solution?
- Do they need to live in a certain region to access my service or product?
- Do they require another item, such as an iPhone or a car, to need my solution?

GOOD: The GOOD FACTORS are the factors that will likely influence my client's willingness to move forward.

Some questions to help find their GOOD FACTORS:

- Do they have the time or the energy to be able to use my solution?
- Do they have a membership to an organization, or part of a professional order?

E SOLUTIONS

The SOLUTIONS are the product(s) or service(s) that will resolve the problems for my client. Be certain to identify the single, most useful offering that you have to best solve your client's problems.