



QUESTIONS TO CONSIDER IN IDENTIFYING YOUR CLIENTS

Below are some of the questions found in the book to help refine and find your Ideal Client using External Factors.

COMPETITION AND MARKET

- Who are your direct and indirect competitors?
- Are existing competitors new to the market as well, or are they a fixture—practically a household brand like Skidoo or Kleenex?
- Are there already a lot of people offering the same product or service (the market is saturated), or do you have room to wiggle so you can access clients?
- Are your ideal clients under-served due to a lack of capacity among your competitors, or maybe they are not being served at all?
- How easily could your competitors launch something similar to your offering?
- Is yours a product or service (solution) that your competitors might already be considering?
- What would be the impact on you if your competition launched a similar offering?
- Do your competitors have any structural or strategic problems that you can avoid? How will you do things differently so that you don't end up in the same boat?
- Could you realistically outperform existing competing businesses and win over their clients? Have you validated this at the same price point for the same offering?
- Do you have the ability to grow the market and bring in new customers? If so, why are your competitors not already serving these customers?
- Is your idea so revolutionary that you will be able to develop a whole new market for yourself? What currently unresolved problem would this address?

ECONOMICS

- Do your competitors operate their businesses in the same manner you envision? Do they make money?
- Are your competitors able to generate the amount of revenue you would need to break even?
- Is there something your potential clients need to own or something they need to have in order to be your client? Is there a requirement your clients need to meet before they can become a customer?
- Do your clients make enough money (they have sufficient funds or credit) to pay for your product or service?
- Have your clients already committed all of their money to other priorities, or there is room for you?
- Does your client have enough willingness to part with their money and purchase what you are offering?



DEMOGRAPHICS

- What is the age range of your ideal clients? Can you narrow it down to a small age range? Do they need to be in that range to take advantage of your services?
- Do your clients need to belong to a certain culture, ethnicity, or religion to experience the problem you want to solve?
- Are there some generational tendencies that are important to understand?
- Would a bilingual or trilingual staff further help you relate to your clients?
- Is there a subculture in a certain part of the city that contains your ideal client?

VALUE

- Will your product or service save your clients time?
- Is it of better quality than what they can access now?
- Will your product or service be more durable or last longer than what they are currently using?
- Will it reduce some kind of pain or reduce their potential risk?
- Will it help them to address some kind of social objective or satisfy their environmental conscience?
- Will your product or service reduce the time it takes your clients to finalize tasks?
- Will it help them or their company work better and be more efficient?
- Will it help them get more organized and effective?

GEOGRAPHY

- Do you want to be visible from a high-traffic road?
- Do you prefer to be tucked in the local business park?
- Can you be located centrally on a transit route but with little parking?
- Will your clients pay for parking to get to you?
- Would you rather convert part of your house to host your clients?
- Do you have an online store and need to be easily accessible because your orders must be picked up daily by your carrier?
- Do your clients need to live in a certain area in order to have the problem you are solving?

MEDIA

- What newspaper or news feeds do my clients read?
- Which blogs do they follow?
- What social media apps do they use?
- What Twitter or Instagram accounts or Facebook pages do they follow? What online games do they clients play?
- Which websites do they visit regularly?
- Do my potential clients consume traditional forms of media like radio, newspapers, or television? If so, which ones do they use and when?
- Would my clients prefer to receive a flyer or a postcard in their mailbox? Or would they prefer email communication?



HABITS

- How do your clients get their information?
- How are your clients entertained?
- How do they travel to and from work?
- Do they like to take the same route, day in and day out?
- Do your clients still like to read a physical newspaper or magazine, such as through a daily or monthly subscription?
- Do they buy the copy of the latest bestseller or borrow it from the library?
- Do they prefer to get their daily news highlights on their mobile device? Do they read e-books?
- Do your clients watch TV? Do they consume their favorite TV programs live or recorded on DVR? Or do they binge-watch a streaming service like Netflix?
- Do your clients buy in bulk, or do they buy smaller amounts more regularly?
- Are they buying whatever is on sale?
- Is your clients' purchasing behavior generally always the same, or are they impulse buyers?
- 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?