



*Your*

.....

**IDEAL  
CLIENT**

.....

work book

**JO CASEY**

[www.jocasey.com](http://www.jocasey.com)

# Your Best Client

*Is The Key*

TO EVERYTHING



Often the advice around finding your ideal client involves a lot of imagining and creating a fantasy version of who you think you'd like to work with.

We're going to do things a little differently - we're going to start with the people you've already worked with (and it doesn't matter if they were paying clients or pro bono.)

The key to identifying your ideal clients is getting clear on those people you've already worked with who made your heart sing. Think of those perfect clients - the one's who you just jammed with, where work didn't feel like work. The one's who 'got' what you do, kept their side of the bargain (like did the actions they'd agreed to) and who you felt there was some beautiful alchemy going on with.

Think of those people you *loved* working with, felt that you did the best work and had the most fun with (yes, fun!)

Those are the people you want to attract more of. But we're not going to think in terms of demographics (age, gender, profession etc.) like a lot of marketers encourage you to do. We're going to go deeper than that.

Over the page there's a space for you to pull together those all of the things those customers have in common. Use the space to create a cloud or a collage of their attributes, characteristics and any words/feelings you associate with them.

You can write it, paint it, cut and stick – anything that gets you into the playful, creative zone. Think beyond words – thing pictures, song lyrics, colors even.

Have fun with it – that's an order!

©Jo Casey 2014



Look for any themes, patterns and repeating words. –  
● what are the common things your best customers have in common? ●

# Camera Study

## *Sleuthing*

GETTING INSIDE YOUR CUSTOMERS' HEAD



Product designers often use this technique during the design process as it's a great way of accessing all of the social and empathic knowledge you already have about your best customers.

For this exercise I want you to think of 1 client you've worked with who you've really gelled with. We'll call him/her your best client (don't worry if you can think of more than one – you can always do this exercise for each of them.)

Think of a typical day of your client. What is she doing? What is she talking about? Thinking about? Choose 5 points throughout her day and jot down some of these notes.

7AM

10AM

1PM

5PM

10PM



What's on your customer's must do list on the day of your Camera Study?

What victories is she celebrating today, big or small?

Who is she interacting with? Who are the key people in her life?

How does she feel at different points in the day? How does she want those around her to feel?

What does she secretly wish would happen in her life?

How does she relax/unwind/nourish herself?

How does she have fun?

# The Customer Journey



*Before* >>> *Decision Point* >>> *After*

Now it's time to think about the customer's journey - from before they worked with you, to the point where they made the decision to take the plunge, to the transformation you helped them to achieve.

*Before* >>> →

What are the common challenges and issues your customer was wrestling with before she started working with you?

What was she saying to her friends and loved ones about this challenge?

What was she saying to herself that she doesn't want to admit to anyone?



## Decision Point

What things did your client say when she was ready to start working with you?

What thoughts, mindset and beliefs did she have when she was ready?

## After

How would/did your client describe the transformation she experienced as a result of working with you (get as specific as you can.)

How did she feel when she reached this point?

What new thoughts, mindset or beliefs did she have about herself and the world around her?

What else was different? (more money, energy, better job etc.) Again, be specific.

# Anticipate

*the questions*

THEY'LL THINK YOU'RE A MIND READER!



List 5-10 questions that come up as your customer moves from before working with you to after working with you?

These might come from things you've been asked already by customers, or from what she might have wanted to ask but was too shy.

Question 1	<input type="checkbox"/>	_____	<input type="checkbox"/>
Question 2	<input type="checkbox"/>	_____	<input type="checkbox"/>
Question 3	<input type="checkbox"/>	_____	<input type="checkbox"/>
Question 4	<input type="checkbox"/>	_____	<input type="checkbox"/>
Question 5	<input type="checkbox"/>	_____	<input type="checkbox"/>



Question 6



Question 7



Question 8



Question 9



Question 10



Anticipating customer questions, concerns and queries gives you chance to answer any common doubts or things that might be hold your prospective clients back from working with you.

You can do this in an FAQ, blog posts, or on your sales or services page.



That's it! You should now have a really intimate idea of what your best customer wants, how she thinks and what she aspires to.

Each time you write or create, do it with that ideal client in mind. It will create instant rapport with the *right* potential new customers.

It will make you sound like a total mind reader because you'll have really got inside the head of your best customer. And guess what? Your copy will now appeal to other people just like her - are you a genius, or are you a genius?

Now - go have cake. You've earned it!



Jo x