



## **Ideal Business Client**

**“Not knowing who your ideal client is, is like sending a love letter to whom it may concern!”**

1. Let's start with a backward approach, who don't you want to serve in your business?  
Reflect on people in the past who have been difficult to work with, who haven't appreciated what you do, who complained about your prices, etc.
  
2. What kind of customer(s) would you love to work with in your business? Who are they?
  
3. What solution are you solving for this customer(s)? Think about this from an internal and external perspective.
  
4. What groups/members would your ideal customer(s) belong to?

5. What authority/credibility do you bring to the table for your ideal customer(s) to trust you?
6. How will these customers inspire you?
7. How do you insert the language on your firm's website as well as social media promotions.