



Ideal Client Workbook

UNLEASHING YOUR PERFECT AUDIENCE POTENTIAL

Say hello to your golden ticket to effortlessly attracting dream clients!

Wave goodbye to guesswork and say hi to a marketing strategy that clicks, branding that's pure magic, and a tribe that's totally on board.

To make it easier for you I have put together a workbook for you to discover who your ideal client is for your brand.



DESIGNER + CREATIVE DIRECTOR

Let's dive into the captivating world of understanding + magnetizing your people.

1 - START WITH THE BASICS

Define the demographic identifiers of your ideal client. These are the building blocks of information that paint a clear picture of your ideal match – from where they reside, their age, gender, income range, and more. These are the hard facts that make them who they are.

2 - UNCOVER THEIR WHY

Demographics only scratch the surface. To truly connect, delve into their motivations, reservations, and turn-offs – the psycho-graphic factors that make up their why. It's the heart of their decision-making process that goes beyond numbers and data.

3 - DISCOVER TRUSTED CONNECTIONS

Chances are, you're already connected with potential ideal clients or can easily find them online. Peek into their world to see who they're already vibing with. Check out their fave Instagram accounts, engage-worthy content, and recent collaborations. If they're in your real-life circle, learn their go-to coffee spots, shopping havens, and who they look up to.

4 - DEFINE AND REFINE

Time to refine your insights. Engage directly with your potential ideal clients for valuable feedback. What matters to them? What triggers their purchase decisions? What keeps them up at night? Harness their insights through simple conversations or surveys.

5 - BRING YOUR IDEAL CLIENT TO LIFE

With validated data in hand, it's showtime. Create your Ideal Client Avatar (ICA) in a way that speaks to you. Whether it's a bullet-point list, a visual collage, or a storytelling masterpiece, make it a tool that guides your marketing endeavors with precision.

The Basics

Define the demographic identifiers of your ideal client. These are the building blocks of information that paint a clear picture of your ideal match – from where they reside, their age, gender, income range, and more. These are the hard facts that make them who they are.

AGE:

What's their age bracket

PRONOUNS:

He / She / They

RELATIONSHIP STATUS:

Single, married, de-facto

FAMILY STATUS:

Do they have kids?

PETS:

Any fur babies?

INCOME:

Approx income range

JOB/INDUSTRY:

What is their job + field?

LOCATION:

Where do they live?

HOBBIES:

What do they do to relax?

Uncover Their Why

Demographics only scratch the surface. To truly connect, delve into their motivations, reservations, and turn-offs — the psycho-graphic factors that make up their why. It's the heart of their decision-making process that goes beyond numbers and data.

WHAT IS IMPORTANT TO
THEM IN LIFE?

WHAT ARE THEIR
VALUES?

WHAT ARE THEY
PASSIONATE ABOUT?

WHAT DO THEY
WORRY ABOUT?

WHAT MAKES
THEM LAUGH?

WHAT IS THEIR
IDEA OF SUCCESS?

Discover Trusted Connections

Chances are, you're already connected with potential ideal clients or can easily find them online. Peek into their world to see who they're already vibing with. Check out their fav Instagram accounts, engage-worthy content, and recent collaborations. If they're in your real-life circle, learn their go-to coffee spots, shopping havens, and who they look up to.

**WHAT SOCIAL MEDIA
PLATFORMS DO THEY USE?**

**WHAT IS THEIR FAV
ONLINE SHOP?**

**WHO DO THEY FOLLOW/
ADMIRE ONLINE?**

**HOW DO THEY SPOIL
THEMSELVES?**

Define + Refine

Time to refine your insights. Engage directly with your potential ideal clients for valuable feedback. What matters to them? What triggers their purchase decisions? What keeps them up at night? Harness their insights through simple conversations or surveys.

YOU CAN DO THIS BY:

- * Putting a poll on social media
- * Creating a survey and directing people to it
- * Ask your email list for quick interviews

HERE IS AN EMAIL SCRIPT —>

Dear [Name],

I hope this email finds you well and thriving. I wanted to take a moment to express my deep gratitude for being a part of our incredible community. Your support and engagement mean the world to me, and I am committed to continuously improving your experience with us.

As we grow and evolve, it's crucial that our offerings align seamlessly with your needs and aspirations. This is where you come in – your insights are invaluable to us. Together, we can shape the future of what we provide and make it even more tailored to meet your expectations.

If you fit the following demographic criteria, I would greatly appreciate your input:

[State key demographic feature 1]

[State key demographic feature 2]

[State key demographic feature 3]

Your perspective is essential, and I invite you to hit “Reply” to this email. Once you do, I'll be thrilled to share further details about how your input can help us enhance our offerings. Your feedback will play a pivotal role in refining our services, and I genuinely value your participation.

Thank you in advance for considering this opportunity. Your engagement fuels our community's growth, and I'm truly grateful to have such an amazing group of individuals like you.

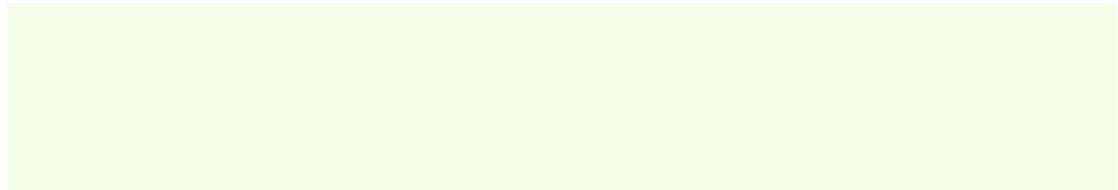
Warm regards,

[Your Name]

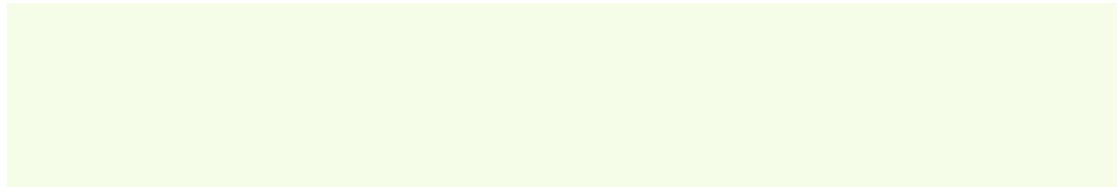
Bring Your Ideal Client to Life

With validated data in hand, it's showtime. Create your Ideal Client Avatar (ICA) in a way that speaks to you. Choose a photo to represent your dream client and list all of the vital information you have learned.

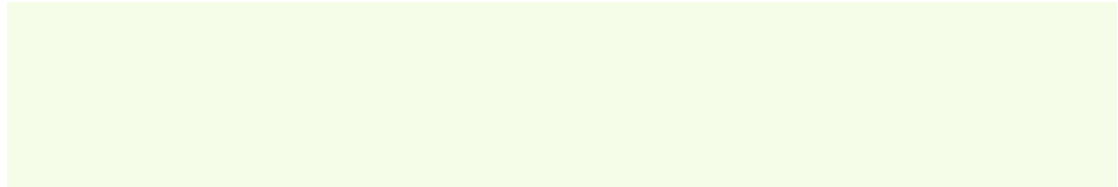
KEY DEMOGRAPHICS



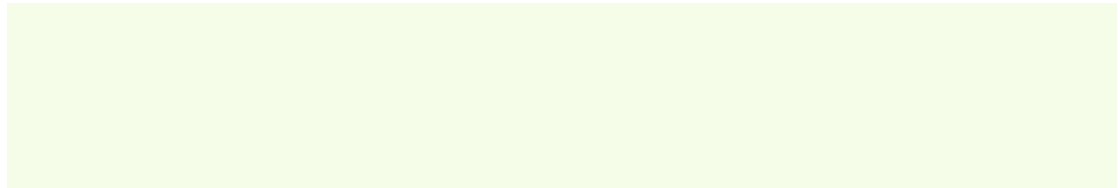
VALUES:



DREAMS + GOALS:



**PEOPLE + BRANDS
THEY LOVE:**



Hey! I'm Jodi, Designer + Creative Director.
Follow along at [@lettersandlines.co](https://www.lettersandlines.co)
for more design tips + tricks for
your brand + website.

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