

# IDEAL CLIENT SNAPSHOT

DIGITALMARKETER *lab*



**What it is:** A clear snapshot of who your ideal client is and how to communicate with them so they take action.

**How it will help you:** The key to creating copy that converts is to understand and communicate to your ideal clients' "hot buttons."

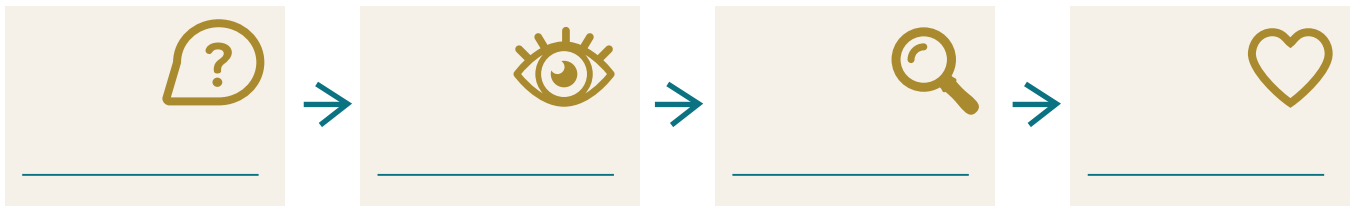
**Where to use your Ideal Client Communicator™ in your marketing:**

- As the foundation for all of your messaging/marketing in your:
  - Website
  - Emails
  - Landing Pages
  - Sales Pages
  - Direct Mail
  - Brochures
  - Videos
  - Webinars
  - Etc.

# Ideal Client Litmus Test™

Who _____ ?	_____	
Do they _____? (Are they _____?)	YES	NO
Are they _____? (Are they _____?)	YES	NO
Are they _____? (Are they _____?)	YES	NO

## Levels Of Awareness:



# The Niche Technique™

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Repel and attract at the same time. *“If you try to be everything to everybody... you’ll be nothing to nobody.”*

**96 / 4 RULE: Resonate with your 4%: Ideal client + Level 10 client.**



**Attract** \_\_\_\_\_

To help you fill out this next section, pull up notes from past sales calls, case studies, and/or testimonials you have. If you don't have any of that, start with our [Ideal Client Interview](#) process to gain insight on what's going on in their world.

# Test The Titles

**Who do your clients identify as?**

→ Examples:

- Entrepreneur
- Business Owner
- Agency Owner
- Serial Entrepreneur
- Heart-Centered Entrepreneur
- Influencer
- Thought Leader
- CEO
- Founder

**Now it's your turn!**

# Paint The Picture

What are they experiencing right now?

## THE IDEAL CLIENT COMMUNICATOR™



Where are they now? ( \_\_\_\_\_ )

→ Example #1: Health Coach

- “I don’t have the energy to play with my kids, and I’m tired of hiding my body under baggy clothes and avoiding mirrors.”

→ Example #2: Business Coach

- “I’m wasting three hours a day cold-calling and chasing leads. It feels overly salesy, incongruent to how I want to run my business, and it’s not resulting in any new clients.”

→ Example #3: Marketing Company

- “I open up Google Analytics to check our weekly stats and don’t understand why traffic is so low lately.”

**Where do they want to go? ( \_\_\_\_\_ )**

→ Example #1: Health Coach

- “I want to fit into my pre-pregnancy jeans that have been hiding in the back of my closet for the past five years and finally feel good about my body again.”

→ Example #2: Business Coach

- “I want to create a steady income for myself and scale my business to \$500K+ without the sleazy tactics.”

→ Example #3: Marketing Company

- “We want consistent year-over-year growth when it comes to our organic traffic efforts.”

**What’s stopping them from getting to where they want to go?  
( \_\_\_\_\_ )**

→ Example #1: Health Coach

- “I’ve tried everything (Weight Watchers, keto, etc.) and none of it worked. Why would this time be any different?”

→ Example #2: Business Coach

- “I’ve tried other marketing strategies, like FB ads and cold email outreach, and they didn’t work. How is this different?”

→ Example #3: Marketing Company

- “I know there’s gotta be a better way. What are we missing?”

**Now it's your turn!** Think of someone (ONE person) you've worked with who you'd love to replicate and have thousands of clients be just like them. Answer these questions:



**What was the pain point they came in to solve? (In their language.)**



**What was the desired outcome/transformation they were looking for? (In their language.)**



**What was their biggest fear/concern? (In their language.)**

If you don't know where your ideal client currently is, where they want to go, or what's stopping them from getting there—ask!

You can use our [Ideal Client Interview](#) process, along with looking back at notes from past sales calls, case studies, and testimonials from clients, to get insights.





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