



Who Is Your Ideal Client?

Below are some items to help you be prepared for our first class in the 4-week Deep Dive. Ultimately, all of your actions on LinkedIn will be formulated with your “ideal client” in mind. This starts with your Profile on LinkedIn. To get a head start, please complete the 3 Action Items below in as much detail as possible before the class on Tuesday.

Action Items:

1. Upload a headshot into your LI profile using the guidelines in the workbook
2. Create a LI Banner using Canva.com - type "LinkedIn Banner" in the search bar on Canva. It will then show you templates already designed to fit the parameters of the banner area on LinkedIn.
3. Answer the questions below about your Ideal Client

Who is YOUR ideal client? Use this form to help you identify with specificity your ideal client, that one person who you wish you could replicate a thousand times over! The more detailed you can be, the better it will serve you in getting great clients. (Hint: You might have more than one type of ideal client, especially if you offer more than one service/product)

Name:

Title/role:

Company:

Service/Product of Yours that they need

Professional Information:

What does this person do for a living?

Do they work a 9-5 job? _____

Own their own business? _____

Have Employees? _____

Other things you know about their professional life:



Personal Demographics:

Gender?

Married/Divorced/Remarried/Single?

Children? How many and how old?

Pets? How many and what kind?

Where do they live? (neighborhood, city, state, country)

Interests:

What are their hobbies? Are they active or just like it in theory?

Do they take vacations? To where? How often?

What was the last book they read (if they read books)?

What magazines grab their attention even if they don't actually subscribe?

Personality

How would you describe their personality? Detail oriented? Big picture/dreamer? Short-tempered? Contemplative? Thoughtful?



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Secret goals? Dreams?

What challenges are holding them back? Money? Time? Fear?

What else is important to know about this person?