

How to Create an Ideal Client Profile

INTRODUCTION

FIND YOUR BEST CLIENT

One of the first steps in successfully marketing your company is to define an ideal client profile. By completing this task, you are able to create more targeted marketing materials, prospect for new clients in a more strategic way, and better serve the clients who are the best fit for your company.

This also saves time. According to MarketingProfs, 61% of B2B marketers send all leads directly to sales, while only 27% of those leads are actually qualified.

This is a better, more efficient approach and will allow you to recognize and focus on the clients that actually are profitable and valuable to your company.

CHAPTER ONE

COMMON MISTAKES TO AVOID

The main goal of completing this task is to form a better understanding of what your best client looks like: What is their budget? What type of marketing do they want? How do they work with your company? With this information, you can create materials and messaging that will attract and educate this valuable partner.

But it's not easy. It can be difficult to separate what types of clients you want with the reality of what type of client your company is best suited to provide for. To prevent you from falling victim to the more common traps, review the following common mistakes.

3 Mistakes Made When Creating a Client Profile

1) Creating a “Wish” Client

An ideal client needs to be firmly based on your current “best” clients. You may wish all your clients spend \$1 million per year, but unless that is truly reflective of who is actually using your products or services, you should leave it out.

If your positioning is strong, you should be attracting clients who fit with your specialty, style, cost, and culture. If you don't have those clients yet, you may want to reconsider your services, your processes, how you market your company, and even how you hire -- all in order to bring your positioning strategy to life.

2) Limiting Your Ideal Client

It can be easy to want your ideal client to resemble an actual client -- down to the number of cats she has and how many revisions she makes on a landing page design.

That's not the point though. The ideal client profile should be a broad description of your ideal client base while also limiting the world from anyone who needs any type of marketing.

The client profile should more accurately reflect the attitudes, behaviors, motivators, and preferences of a collection of individuals, rather than be a true-to-life snapshot of the one person you would like to work with.

Try starting with one profile, and as you grow and segment the business, add additional profiles.

3) Creating Too Many Personas

Your clients are more alike than you think. They have similar problems, they are measured on the same core metrics, they make decisions in a similar way, and they have the same objections.

You want to be specific and detailed, but some differentiators are simply trivial. If you can't easily name your personas and outline key details for each one, you might have invited too many people to the persona party.

CHAPTER TWO

THE BENEFITS OF CREATING AN IDEAL CLIENT PROFILE

It's easy to think that you've got the perfect products, services, pricing, and team. So naturally, the perfect clients will just find you. And if a few other less-than-ideal ones seek you out as well, that's OK.

Unfortunately, this is how your clients become the ones who define your company -- leaving you directionless and less than profitable when they move on to another company.

An ideal client profile created from in-depth research and influenced by your positioning strategy will allow your company to be more attractive in business pitches, bring on more profitable clients, retain them for longer, and reduce your competitive market.

With a defined target audience, you can create marketing campaigns, programs, and materials that resonate more strongly with prospects and current clients.

Once you complete your ideal client profile(s), you'll be able to use these marketing activities in a more informed and relevant way:

- Personalization
- Content Creation & Mapping
- Segmentation
- Keyword Research
- Sales Process

CHAPTER THREE

HOW TO CREATE AN IDEAL CLIENT PROFILE

An ideal client profile should be based on interviews and research from your current and past clients, prospects, and your staff. The end result is that you create a fictional character who embodies your best client, but the information and data needs to be based in reality.

Make a List of Your Best Clients

(for an editable worksheet, [CLICK HERE](#))

To find your five or 10 best customers, consider these questions:

- What are your most profitable accounts?
- Which clients have been with your company within the range of or past your average client lifespan?
- Which clients signed on with your company within or below the normal sales cycle range?
- Does the client pay within your acceptable collection period?
- Do you like working with the client?
- Does the client provide positive and constructive feedback?
- What sites and publications do they frequently visit to learn new information?
- What associations or groups do they belong to? What conferences do they attend?
- What social networks do they use and how do they use them?
- How do they begin the search for a new company such as yours? Do they search on Google? If so, what keywords and key phrases do they use? Do they use an online database?

Compile Information -- Create Profiles

When you're done, you will take this information and create a profile that outlines the ideal clients:

1. Background
2. Demographics
3. Personality/communication style
4. Goals
5. Challenges and how the company can address these challenges
6. Objections
7. Purchasing process
8. What topics and sources of information are most important to them?
9. What events matter to them and their lives?
10. What problems can you help them solve?

What is YOUR company's fit or elevator pitch to this specific segment?

You should create both a detailed, in-depth profile for review by your marketing team, sales team, account managers, strategists, etc. You could also create a shorter, more visual version to make it easy to remember and identify your ideal client.

CONCLUSION

NOW LET'S ATTRACT THE RIGHT TYPE OF CLIENT

Your ideal client profiles should guide your company's marketing efforts, new business outreach, and current client account growth. You could use this information to develop blog posts, see if your website aligns with your current "best" clients, and "offers" that align with your different client types. You can create sales enablement tools that outline common objections and responses, and segment your current clients and prospects for more targeted communication and marketing.

This document will help you to speak the language of your best clients, showing that you understand their specific problems and are the right partner to solve these issues. In the end, you will receive more, better, and more profitable clients.