

**Dental Consultant Master Academy**  
evolve ■ emerge ■ influence

**Action Sheet - Week 2**  
**Your Ideal Client**

**What do you already know about ideal clients?**

- You are an ideal client to someone else. Where/Who do you buy from again and again?
- What about them are you attracted to?
- What specifically does this person/company do that gets you to buy?
- Why would you consider yourself an ideal client/customer to this person/company?

**Your Goal in Identifying Your Ideal Client and Customer**

The secret to making all your marketing efforts easy is to focus on **ONE** person.

**Qualities of an Ideal Client**

- They are able and willing to pay what you're worth
- They have problems and challenges you love solving and working with
- They know you can help them and are motivated
- You actually like them! (You wouldn't mind if they were your nextdoor neighbor)
- They respect your time, skills, staff, and space

**Step 1: Your Ideal Clients Might Be YOU... a Few Steps Ago****Step 2: Look Back at Your Favorite Clients and Customers**

- What did you like best about them?
- Why were they great to work with?
- What made them good success stories for you?

**The Two Ways to Define Your Ideal Client**

1. Outer Qualities (Demographics)
2. Inner Qualities (Psychographics)

**Step 3: Identify Your Ideal Client's Outer Qualities (Demographics)**

- Age
- Income
- Occupation
- Location
- Marital Status
- Kids
- Education Level
- Political Views
- Religious Views

**Step 4: Identify Your Ideal Clients Inner Qualities (Psychographics)**

- Fears
- Frustrations
- Hopes and Desires

**Inner Qualities (Psychographics): Fears**

- What do they fear the most?
- What keeps them up at night about your topic?
- What do they worry about the most around your topic?

**Inner Qualities (Psychographics): Frustrations**

- What do they complain about most?
- What have they tried in the past that didn't work?
- What symptoms do they suffer from because of this problem?

**Inner Qualities (Psychographics): Hopes and Desires**

- If they could wave a magic wand, what would they make better?
- What are their deepest desires – the kind they would only tell a close friend?
- What do they believe is possible?
- What are their likes and desires?

**Step 5 Write a Description of Your Avatar****Avatar Description Example**

This is a lady dentist named Staci and Staci lives in Carmel, CA. She is 51 yrs old. She is divorced and her 15 yr old daughter Chloe lives with her. She lives on a golf course and near the beach. In 2012 Staci netted \$126,00.00.

Staci is involved with her daughters' school. Her daughter by the way is on the dance team and plays piano. So Staci has the pleasure of driving her daughter to school most days. She can sometimes take her to dance practice along with piano lessons. She attends almost all of Chloe's dance competitions and all of her piano recitals.

Staci is a bargain shopper so she loves shopping for designer clothes at second hand stores. Her goal is to live in Barcelona, Spain for 3 months after Chloe graduates from high school.

She wants to increase production by 20% in 2013 and take home 10% more money. She also wants to work a few less hours each week so she can spend more time with her daughter.

## Your Avatar Description Template Your Example

\_\_\_\_\_, is a \_\_\_\_\_ year old \_\_\_\_\_. He/she  
 is (Name) (Age) (Career) Interested in \_\_\_\_\_.  
 He/she loves to spend his/her (Interests) free time  
 doing\_\_\_\_\_. He/she  
 (Hobbies)  
 lives in \_\_\_\_\_ with  
 his/her\_\_\_\_\_.  
 (Location) (Family)  
 He/she makes \$\_\_\_\_\_ a year. His/her biggest fear is \_\_\_\_\_  
 What he/she really dreams of is\_\_\_\_\_.

### Action Steps

1. Your ideal clients might be you... a few steps ago
2. Look back at your favorite clients and customers (or imagine who they are)
3. Identify your ideal client's outer qualities (Demographics)
4. Identify your ideal client's inner qualities (Psychographics)
5. Write a description of your avatar

### How to Apply This Information in YOUR Business

- Identifying your Avatar will make it much easier to write your marketing message, which we'll be covering next week.
- Try this out right away. The next time you need to write an email to your list, write it to ONE person and notice how the whole experience of copywriting shifts. Notice the response you get.
- Allow yourself to adjust who your Avatar is as you grow your business. But choose someone NOW to start with.

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