

Dental Consultant Master Academy
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Your Ideal Client

Hi, this is Debbie with this week's Dental Consultant Master Academy Training Video and today I'm going to be sharing with you how to identify your ideal client. Here's what we're going to be covering in today's video; I'm going to show you one of the best and easiest ways that you can simplify all of your marketing efforts.

I'm going to do this by showing you a five-step process to identify who is your ideal client. In these five steps I'm going to give you a really powerful distinction that is going to help you really clarify who the ideal client is and what they really want and desire. I'm also going to be giving you a proven fill-in-the-blank template that allows you to develop a solid definition of who your market is very quickly.

Before we begin I want to ask you a couple questions about what you already know about ideal clients. Now this is a thought exercise. It's not very hard. I just need you to think about it for a moment here and if needed, after I go through these questions, pause the video and just kind of reflect on your own life because here's the thing, you yourself have been an ideal client for somebody.

So where and who do you buy from again and again? Who are you an ideal client for? For example, maybe you use a particular airline again and again or a particular auto mechanic or a service, a doctor that you like a lot. Maybe there is a product, a toothpaste that you buy again and again, a beauty product., or a cosmetic.

Just think for right now who do you buy from again and again? Now what about them are you attracted to? Why do you keep buying from that one particular person or that one company? Does that person or that company do something again and again that just keeps you coming back to buy more?

Why would you consider yourself an ideal client to this person or this company? In my case, I would have to say I'm a very loyal client to Nordstrom. I'm attracted to how helpful and extremely kind the sales people are to me. I know I'm an ideal client for them because I keep raving about them to my friends.

It's the difference between if you want to travel somewhere you've got to fly there on a Learjet or are you going to drive an old, beat up Orange Pinto that might explode on you at any moment? So again you've got to think about the kind of client you are. How passionate are you about that product or service and why are you so passionate about that particular person or that company?

What we're going to do in this video is I'm going to turn the tables

now. So now you probably know what it's like for you to be an ideal client of someone else so now let's see now how you will know if you have an ideal client. So let's get started diving into your business.

First I want to identify why is it important in the first place to know who your ideal client is and first I'm going to speak to those of you who are more experienced business owners. You've been in business for a few years now. It's time now to revisit and refine the people that you serve. Are you 100 percent aligned with your clients that you really love working with? If not, maybe it's time to make some adjustments. Maybe it's time to fire some clients because you need to be happy and your energy needs to be flowing in your business and if you're not working with people that you like hey that can really slow down your progress.

The other thing you want to think about is what we call the lifetime value of your client. Again you've been working with clients already now. You're successful but are you having them come back again and again? Are they buying from you over and over again?

You want to be thinking not in terms of just a transaction that happens once but you want to be thinking of the relationship that happens over years, even decades. So an ideal client is someone who just loves you.

They just keep buying from you and they keep referring business to you. Do you have enough of those people in your business, the people you serve right now or do you need to make some adjustments at this time? So this video is going to show you how to refine your definition of who your ideal client and is so you can get to that point.

So can you start to see the value for yourself that if you have a clear definition of that person who you really love working with how you can streamline all of your marketing efforts even further than what you have it right now.

Why do you want to identify your ideal client? If you're new to business see one of the big mistakes here is when you get started you sometimes think, "Well you know what? Everybody is my market. Everybody needs what I offer." Okay but let's look at this for a moment everyone might need what you offer but not everybody wants what you offer.

For me personally I love quilts! Sounds crazy to you probably but I love the colors, the patterns, the smell! I have always loved quilting and maybe this is because my grandmother always had a quilt she was working on. I love quilts so much that I will –if I have time to spare – which lately is not often enough! But I will drive for hours to participate in what they call a SHOP HOP!

And if you ever stay week—or weekend during the summer months in Oregon—I will probably ask you if you would like to explore our beautiful state by traveling to all these quilt stores- - and I say Summer cuz that is when a large majority of the SHOP HOPS are held!

So how likely are you to come driving with me all over the state of Oregon to visit these quilt shops? Probably you are not real excited to do that! It may not work for you! You may not be too interested in this!

This applies to your business as well. You may be passionate about providing a service that you think is going to support and add value to a dental practice and it is not something they are remotely interested in. You are passionate about this but the large majority of dentists out there are not interested in what you are passionate about right now. I know that most dentists should be passionate about team building, leadership, have a working quality website and or social media but the truth is not every dentist is interested in these services from a consultant. This is the reality of the world!

Don't fool yourself here. Don't fight this fundamental human nature fact because it's going to be much easier for you to be a big fish in a small pond than try to be a small fish in a big pond. So what I'm going to do in this video is help you niche down to who is that singular person and the problems they have and the solutions you provide, and that person who really wants what you offer.

So here's the overall goal where we're striving for here is we actually want you to come up with one single person; a single profile that allows you to market to and to write to and to communicate with that one single person. I'm telling you this is such a huge secret to good marketing and it's going to simplify your life tremendously.

So instead of trying to market to possibly an ideal group of clients you have defined in general. Maybe you have a general group in mind as your ideal client but it's still going to be easier for you to choose one single person that you market to. We call that person in marketing an avatar. It's the one person who represents all of your target market.

So picture this for a moment, imagine if you have one person in mind and you're sitting down to write an email to your list or to your audience. How much easier is it going to be to write an email to one single person than trying to write it with everybody in mind? You see the difference? Great marketers communicate to single people.

So it's like this; you want to think of it like this. Imagine now there is this enormous tennis stadium out there filled with your target market. Everybody who wants what you offer. But to try to stand in the middle of that stadium and try to communicate with all of them with a big bullhorn that's challenging because everyone is slightly different. There are some subtle variations within this crowd.

But instead imagine now that this whole crowd of people elects a representative. Imagine that person walking down the stairs, coming closer to center court and there you are sitting at a nice desk in a comfortable chair, there's a nice glass of wine, well –two glasses of wine, and that person then walks down to the field, walks across the field to your desk and sits next you in your chair. Now you guys just sit center court and have a glass of wine together.

You just have a natural conversation. Whatever you communicate with that one single person sitting in that nice, comfy chair in the middle of the stadium it's going to be communicated to everybody in the stadium. That's the power of this particular strategy. It's so effective.

Now you might be thinking here well I have different businesses and within my business I have different groups of people that I serve. Okay, that happens too, that's fine. So what you're going to want to do then is every division of your business that is really distinctly different you're going to have different avatars.

In some cases really your individual products and programs might have a subtle variation of your main business avatar. So in other words your business overall has one avatar and out of that you have let's say five products and services. If you want to do dental hygiene department consulting then you will have products that support that.

I want you to think of your overall business. Who is that one representative that is your ideal client? You don't have to over think this process. Really, just keep it simple and have fun with it.

Remember it's not set in stone when you come up with your ideal client profile. You can adapt this. You can change it as you grow your business.

All right, so now let's look at the qualities of your ideal client. This is really important. The first thing is that they're able and willing to pay what you're worth. Remember you're in a for profit business here. You're not in a non-profit. You might have noble ideals to serve a market out there but this is a business. You're here to make some money.

If they're not willing or able to pay for your services, that's not an ideal client. You want to have a group of people that has specific problems and challenges that you actually love working with and you love solving their challenge, their problems. Your heart has to be in it.

Your ideal client also is aware that they have a problem. That's really the ideal scenario and that they want help, that they're motivated, they're looking for solutions. Also you have to like them. I always think of it like this is would you want your ideal client to be your next door neighbor. Finally, they respect your time, your skills and your staff and space. That's really important to me too is if somebody is mean to any staff member of mine and you know what? I don't want to work with them. That's just a value of mine so you want people who are going to be respectful of you, your staff and your time.

Now let's move on to the steps required to identify your ideal client. I've got five steps I'm going to walk you through here. The first one is— your ideal client might actually be you but it's the you a few steps ago or a few years ago. So if you're just starting out in business and you don't know who your ideal client is here is what I want you to do, go to a mirror and look in it.

That very likely in most cases actually is probably your ideal client. It's going to be you but if you think about yourself for a moment you have a before and an after story to tell. In other words you yourself probably had similar challenges and problems in what you now solve. You went through a process, you figured out how to solve those problems and have since built a business around or a product or a program around solving that problem.

So there is the before you and then there is the after you. You're not in the after you part because you've gone through the process already. You know the solution. Your ideal client, though, is going to be the before you. So just think about yourself maybe a few years ago before you solved the problems that you now know the answers too and maybe that is your avatar.

Now if you've also been in business for a while step two here is you want to look back at your favorite clients and s. So pick somebody that you've worked with in the past; what did you like best about them? Why were they great to work with?

What made them really great success stories for you? Again your avatar might be a single person that you actually know who you worked with previously or it might be a combination of a couple of clients, a couple qualities and you blend them and create your own avatar based on a few clients that you've worked with.

If you haven't worked with clients or s up to this points chances are still though that you've worked with people. Of the people that you've interacted with in the past and that you naturally gravitate towards you what are their qualities? What have you enjoyed about working with people in your everyday life?

So next before we move on to step three we first want to give you some context here. There are two ways to identify your ideal client. The first way very simply is the outer qualities of that person. In marketing terms we call it the demographics. There are also the inner qualities of that person which we call psychographics. So now we're going to look at each one of these, the demographics and the psychographics to help you articulate and define now how to create your ideal client profile because they're going to be made up of either demographics and/or psychographics.

Now this is actually really important because one of the areas people get tripped up on when trying to create an ideal client profile is they don't understand the difference between demographics and psychographics.

Your niche might just be a demographic niche meaning that you work with 30 something year old dentists buying their 1st dental office and they need help transitioning into their new office.

That's a really clear definition of some outer qualities, young dentists buying a dental office and they need help transitioning into their new business. But you might have the kind of business that you can't define those outer qualities because they vary. However, your niche, your ideal client might have a very common psychographic.

So think for example of Tony Robbins. So Tony Robbins is going to attract a type of person who thinks a certain way. They have certain beliefs and certain world views in common because he helps people have personal power. Personal power is kind of a universal topic. It's appealing to a certain type of person, how they think.

That might be personal power for a stay-at-home mom. It might be personal power for a high level CEO or for a teenager. The demographics are going to be different but the psychographics are very common. Let's look now in step three of identifying your client's outer qualities, their

demographics. Here you want to just define what's their age range? What's the income? What kind of occupation do they have? Where do they live? Are they married, single? Do they have kids or not? Their political views? Their religious views? Now I am not asking that you go out there and ask what your clients religion or political view is but you may notice that "Like likes like" and I have found that my ideal client is from 35- approx 45 yrs of age. Usually they are female and for some reason divorced. They are also Christian and conservative. It just works out that way for me! You want, in creating your avatar, to have and shape a specific person and all of these points you can answer if you have one person in mind.

This has a really important impact on your marketing because if you're looking for a certain type of income range well you know where to advertise and where not to advertise. You know what kind of events to network in and what events you don't need to network in.

So step three and you can follow this in your action sheet is to identify the outer qualities of your ideal client. Step four is to identify the inner qualities, the psychographics. Here we're going to cover a whole range of different emotional and mindset aspects. So first is what are their fears? What are their frustrations? What are their hopes and desires? I'm going to walk you through a series of questions to answer about your ideal client and you can do this on your own. However, I think it's easier if you find a buddy within the program here. You get on the phone with them and have them interview you about these questions. Let them take the notes on their end and you can just kind of speak freely from your heart and answer these questions.

It will actually help you get out of your head and communicate your vision of your ideal client better. So let's go into the first of these sets of questions for the inner qualities, the psychographics.

That is the fears, what does your ideal client fear the most? What keeps them up at night about your topic? What do they worry about the most around your topic? Again either brainstorm these on your own or have somebody ask you these. Just think, kind of get present with for a moment and picture in your mind either a past client or you a few years ago what kept you up at night? What keeps them up? What do they worry about? What are their fears?

Okay, we're still on the psychographics and we want to talk about the frustrations they experience. So what do they complain about the most? This is really powerful and if you've been working with clients you will know these because people come to you and when you interact with them they complain about certain things again and again. Certain challenges and frustrations they have.

What have they tried in the past that didn't work? This gives you a clue as to how you're going to solve the problems differently for them. What symptoms do they suffer from because of this problem?

In other words they have a problem it's like a rock in the shoe and that causes an uncomfortable experience in their life. They're suffering from a challenge or they're held back in some way or they're trying to get to a certain place to resolve this tension. How do those symptoms show up in their everyday life?

The next is the inner qualities. We want to talk about, psychographics again, the hopes and desires of your ideal client. If they could wave a magic wand what would make the situation better? Also what are their deepest desires? The kind of thing that they would tell a close friend. What is it they really are desiring and hope for? What do they believe is possible? This is really important. It's like what are their core beliefs of what they feel they can actually achieve. What are their likes and desires? So again to answer all of these questions you want to have in your mind's eye a particular person and then just simply answer these questions regarding that one person.

When you've done all of that now we're ready for step five which is to write a description of your avatar. I am going to give you an example of one. This is a lady dentist named Staci and Staci lives in Carmel, CA and 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 not bad would you agree?

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. I don't know about you but it sounds like a dream life to me. Staci wants to increase her production in 2013 by 20% and take home 10% more money. Do you relate to her? Would she be your ideal client? She is my ideal client.

How easy would that be for her to accomplish her goals? You can understand her. You can get a picture in your mind's eye of who that is. It's going to be easy for you to communicate to her now. Again your avatar represents your target market; the whole group of people that have that problem. So now it's your turn and in your action sheet we've given you a nice, simple template to simply fill-in the blanks. You can go ahead and do that, fill-in the blanks and this is going to give you an anchoring on who

your avatar is. Your action steps are now to identify ideal clients that might be you a few years ago. It's not always the case but oftentimes it really is.

You also then want to look at your past or favorite clients from the past. Identify your ideal client's outer qualities, their demographics, identify your ideal client's inner quality or their psychographics. Then finally you're going to write that description of your avatar and you're going to use this now moving forward in your business and the training videos because when you identify this avatar your ability to create a marketing message to that one single person is going to be much easier than trying to create a marketing message for the masses.

We're going to be covering that in next week's training video. I also invite you to try this out right away. Maybe it's you're going to write an email to your list or to a group of people, well picture instead of writing to all of them write to one of them and then send it to all of them.

The effects are magical and notice the response you're going to get. You could actually use this technique when you're doing a tele-class, webinar, or when you're on stage speaking at a dental conference. Picture in your mind's eye that one single person that you're talking to.

Even creating videos like this, I have a certain person in my mind right now that I'm actually talking to. It's one person. You don't know who that is. It might be you. But it sounds like I'm talking to you doesn't it. That's the power of this. So again, try this out this week, whether you're doing a teleclass, a webinar, speaking at a dental conference, writing an email, talking to a group of people; talk to that one person and notice the difference in makes in you, how you feel about it and how they respond to you.

Also allow yourself to dance with this process. Your avatar description may change as you progress in your business but choose somebody right now to start with. This is such a powerful and very simple strategy to help you focus your marketing efforts. This is Debbie signing off. Have a wonderful day everyone.

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