



A Step-by-Step Guide for Entrepreneurs to Create Your Ideal Client Persona

by Janice M. Haynes

The clarity of your ideal client allows you to build your business and tailor your message, services, and marketing to attract them. This guide offers women in business an easy process to create their ideal client persona.



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ABOUT THE **AUTHOR**

Janice M. Haynes is a Clarity Strategist and Coach who prides herself on helping women of faith create their ideal client persona and map out their vision and client experience journey into easily actionable steps to take their business to the next level.

She believes that anything is possible through strategic planning, organization, and targeted efforts.

Janice has noticed in servicing her clients that many have not identified their ideal clients. As a result, they waste time, energy, marketing dollars, and efforts because they don't know whom they should target. Through strategic coaching, she helps entrepreneurs refine their target audience.

She currently works with clients through 1:1 VIP Days!



"Simplifying grand business visions into easy actionable steps is my thing."



THE STEP-BY-STEP IDEAL CLIENT PERSONA GUIDE WILL TEACH YOU TO:

- Determine EXACTLY who your target audience is.
- Learn more about and understand your audience.
- Understand how your ideal client makes buying decisions.
- Identify your client's pain points.
- Consider what's important to your client.
- Identify what priorities and values guide their decision-making
- Determine what your clients (think) they want/need
- Identify what your client actually needs.

THROUGHOUT THIS GUIDE, YOU'LL LEARN HOW TO IDENTIFY YOUR IDEAL CLIENT—THE FOUNDATION OF YOUR BUSINESS.

CREATING YOUR IDEAL CLIENT PERSONA

BEING CLEAR on whom you are serving will allow for laser focus marketing and inform the way you create policies, services, offerings and more. By taking the time to identify your ideal client, you'll be able to deliver a targeted, valuable message.

By segmenting your audience into more detailed, smaller groups with similar characteristics, you'll be able to learn more about your audience, tailor messages to them and find more like them--your ideal client. Your client wants to know that you understand them and that you get who they are.

Audience segmentation involves several categories, but we'll focus on three primary areas:

- Demographics
- Psychographics
- Lifestyle Characteristics



Let's look at each individually.

As we review, take the time to think about the client you want to service. To get started, complete the information on the following pages.



CREATING YOUR IDEAL CLIENT PERSONA

DEMOGRAPHICS

A DEMOGRAPHIC PROFILE IS THE STARTING PLACE TO CREATE YOUR CLIENT PROFILE. IT'S THE BASIC INFORMATION OF WHO YOUR IDEAL CLIENT IS.

Consider these categories:

- **Gender:** Is your service gender-driven? If so, identifying the gender will make it easier to target potential clients.
- **Age:** Identifying your potential client's age will assist you in your marketing efforts, help to determine where your client can be found on social media, and how they best receive information.
- **Race:** Is your service geared towards a particular racial group? If so, you'll want to acknowledge and infuse their cultural needs.
- **Marital Status:** Do you target singles? Or perhaps married couples? If so, determining your ideal client's marital status will be essential for you.
- **Family Makeup:** Consider who resides in the home, how it might impact your service offerings, and how they receive information. For instance, do your ideal clients live alone, have children, or are widowed?
- **Economic Status/Income:** Clarifying their financial status gives you an idea of disposable income available for your business.
- **Language:** What's their primary language? Ensure you reach your customer in the language that speaks to them the most.
- **Education:** A person's level of education can influence lifestyles, buying patterns, and behaviors—all key for your business.
- **Religion:** Spiritual beliefs can influence buying decisions, lifestyle choices, etc.
- **Location:** Geographical location identifies where your potential clients live and might influence where you choose to do business, advertise, and more.

Use this space to determine your ideal client's demographics.



CREATING YOUR IDEAL CLIENT PERSONA

PSYCHOGRAPHICS

PSYCHOGRAPHICS PROFILES ASSIST YOU IN IDENTIFYING HOW PEOPLE THINK. IDENTIFYING THIS SEGMENT TAKES YOU A LITTLE DEEPER INTO WHO YOUR IDEAL CLIENT IS.

- **Problems and Pain Points:** Defining your client's trouble areas allows you to determine what solution is needed and to market that solution.
- **Needs and Wants:** What your clients (think) they want/need is key to creating service offerings that resonate with them. Solving their problems and/or addressing their needs translates to business revenue.
- **Values:** Consider what's important to your client. What priorities and values guide their decision-making?
- **Beliefs:** Because our beliefs can shape our thinking and affect our decision-making capabilities, it's important to align with a client's beliefs.
- **Behaviors and Attitudes:** Behaviors give you insight into what motivates your potential client to buy and sums up where people are in life and their perceptions based on life experiences.

Use this space to determine your ideal client's demographics.



KEY LIFESTYLE CHARACTERISTICS

LIFESTYLE CHARACTERISTICS ALLOW YOU TO PLAN YOUR SERVICE BETTER AND BE IN LINE WITH YOUR POTENTIAL CLIENT'S LIFESTYLE.

- **Social Media:** Identifying what platforms your clients are on (if they are on social) allows you to connect with them where they are. Go to them, so they don't have to look for you.
- **Preferred News Sources:** Does your client obtain news from social media, online newspapers, or television? Knowing this will help you to gain insight into where they look for important information.
- **Buying Habits:** Determine your potential client's buying habits to understand the thought process they go through when deciding on a purchase and what type of service they typically purchase.

Use this space to determine your ideal client's demographics.

CREATING YOUR IDEAL CLIENT PERSONA



Let's briefly recap what you've learned and how this information will help you.

First, you learned the importance of creating your ideal client persona. Being clear on who you want to serve will allow you to tailor your messaging and marketing to your client.

Second, you've identified your client's pain points; what they think they need versus now knowing what they actually need to solve the problem and eliminate the pain.

Third, you're now aware of how your ideal clients make buying decisions. You also now know what beliefs and values guide their decision-making overall.

You've created your ideal client persona! Now that you've created your ideal client persona, get started with executing your vision and generating revenue!



CREATING YOUR **IDEAL** CLIENT PERSONA



Need help? Here are two ways we can work together.

- 1** 1:1 Strategy Call
The perfect 90-minute coaching call when you need guidance to transform your vision into action.
- 2** 1:1 VIP Day Business Vision Mapping Session
This intentional service will help you identify the “how” and your next best step in business. We will map out your overall business vision and client experience journey, as well as create your step-by-step action plan for the next 90 days in just six hours.

For questions, please feel free to contact me at Janice@JaniceMHaynes.com.



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THANK YOU!

Now's the time to get started. You've identified your ideal client, and you're on your way!

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