

Your Marketing Breakthrough!


theremarkableway



Nicole Gebhardt *Marketing Coach*
Geb*Art Strategic Communications

765.427.2130 | Nicole@TheRemarkableWay.com
www.TheRemarkableWay.com
www.Facebook.com/NicoleGebhardtbiz



Welcome!

You're about to begin an awesome adventure. You're about to discover that **marketing your business can be your absolute favorite thing to do**. That's because, marketing (translate 'growing') your business and your profits is where the fun really is. It's about getting out there and gaining access to the people who really want and appreciate what you have to offer. That's a great feeling!

When it comes to building a business you love, nothing is more important than liking what you do and the people you serve.

Yes, you may be able to advertise and network heavily to get more clients – but without thoughtful systems in place, you may be missing out on capturing YOUR Ideal Clients and Building the Business You REALLY want.

When it comes to building your client list, you don't necessarily want MORE. You want BETTER.

As I'm sure you can agree, more clients doesn't always mean more profit. Sometimes it equates to more headaches, more late nights, more time away from family, more hidden costs...you get the idea.

With that in mind, **we need to do a little homework to see who we're going to go out looking for when we develop your marketing strategy**. This is a very important first step – usually with surprising results for people – so invest in the time to do it well.

Your Homework

Set aside some time to review your past customer list. (If you're a not for profit, you'll need two lists, one for donors, and one for clients.) **I want you to begin looking for clues as to who your IDEAL customers are and what they have in common**. You're looking for, what they call in Poker, "the tell". The tipoff, that when you see it, you know this is probably "the one" you want. Begin by picking out your 5 favorite or 'best' clients and looking for commonalities among them.

A few tips:

- **Start with 5 people in one category.** You may want to select two distinct types (groups) of ideal clients to go after. For example, if you sold swimming pools, ideal client "A" might be young families with 2 kids under the age of 10; and ideal client "B" might be wealthy empty nesters with 3 or more grandchildren. Don't try to go after more than two groups right now. You'll significantly dilute your efforts and your investment.
- If this is a new business, **consider real people** you'd like to serve. Perhaps it's the people your competitors are serving now.
- **Do some research.** Look them up in social media or Google, or pick up the phone and ask if you could ask them a couple of quick questions. Try this: "I'd really like to have a few more clients just like you. Would you mind answering a couple of questions so I can get an idea of where I might find people who would also appreciate _____?" (BTW, this is a great time to ask for a referral.)
- **Expand the forms.** The next two pages probably aren't quite right for you to do the job right. I suggest you create your own with relevant data for your industry.

OK, let's begin....



Ideal Client Profile (for Business to Business)

Defining your IDEAL clients based on your past experiences and disappointments over “the one that got away”. Take some time below to document the traits of 5 (or more) favorite clients. Use REAL clients.

Create your own spreadsheet if you need more space or want to compare a larger base of clients or categories.

	Customer 1	Customer 2	Customer 3	Customer 4	Customer 5
Business Name					
Number of Employees					
Estimated Annual Revenue					
Type (retail, wholesale, manuf., etc.)					
Ownership (local, franchise, nat'l, global)					
Primary Market Category					
Secondary Market Category					
Product 1					
Product 2					
Product 3					
Age of Company					
Corporate Culture					
Buying Process (Simple/Complex/One Buyer/Multiple Decision makers)					
Marketing Sophistication (High/Medium/Low)					
Referral Source (Customer/Advertising/Word of Mouth/B2B/Other)					
Other					



Ideal Client Profile (for Business to Customer)

Defining your DREAM clients based on your past experiences and disappointments over “the one that got away”. Take some time below to document the traits of 5 (or more) favorite clients. Use REAL people. Create your own spreadsheet if you need more space or want to compare a larger base of clients or categories.

	Customer 1	Customer 2	Customer 3	Customer 4	Customer 5
First Name					
Gender					
Age					
Marital Status					
Primary Decision Maker (Husband, Wife, Children, etc.)					
Family Size					
Age of Kids if Present (PreS, K-12, College, Married etc.)					
Occupation					
Income (High, Middle, Low)					
Education Level					
Home (Own, Rent, Single Family, Multi)					
Ethnicity/Nationality					
Religion/Spirituality					
Where They Live (City/Town/Rural/Suburban/Urban)					
Activities They Like (Leisure/Health/Lifestyle)					
Interests (Groups/Affinities/Hobbies)					
Values (Traditional/Modern/Alternative)					
Politics (Conservative/Liberal/Other)					



Your Ideal Client

OK, time to summarize your findings. I suggest you name your “Tom/Jane” and determine their most common traits. We always start with the ability to pay (unless you’re a not-for-profit). If they can’t afford you, even the best marketing won’t help...and you’d be surprised how often this mismatch of objectives occurs.

Ideal Client A: _____

- 1 *Ability to PAY!* _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____

Ideal Client B: _____ (optional)

- 1 *Ability to PAY!* _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____