

BY THE UX ADVISORS

an online business & marketing consultancy that helps nutrition professionals build thriving businesses through effective online marketing.

INSTRUCTIONS:

- 1. Use this worksheet to help you identify the ideal client for your business. Doing this will give you the clarity that leads to effective, authentic marketing.
- 2. Once you complete the worksheet, look for trends in your answers & highlight key phrases that stand out. These messages are invaluable in determining what your client needs & how you should communicate with her.
- 3. While you might have more than one ideal client (depending on the services you offer), use this worksheet to find the ideal client for your most popular (and profitable) service.
- 4. The questions can also be used to survey your clients directly (highly recommended)

Your "ideal client" profile

- 1. Describe your ideal customer
- (i.e. "Busy Mom" 2 kids under the age of 10. Likes to keep her kids busy, has a great sense of humor, and she loves to go to Maui for vacations, her job is her income is.....ETC

- 2. What does she value most? What are her goals?
- (i.e. "Busy Mom" values her health but struggles to find time for exercise. Primary goal is to reach her ideal weight.

3. What are her pain points? What problems do you help her solve? (i.e. "Busy Mom" - minimal understanding of nutrition. You equip her with key knowledge

Your "ideal client" insights

Use the questions below to survey your existing and past clients. Also record your personal observations and compare the two.

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1. How would your clients refer you to their friends? (i.e. "Busy Mom" - 'she really understands the challenges and time pressures we face as mother.
2.What makes your practice unique for your ideal client? (i.e. "Busy Mom" - 'she cuts through the noise with simple but effective nutrition advice.'
3. What tangible benefits do your product/service offer your clients? (i.e. "Busy Mom" - 'During the 6-week program I lost 9 kilograms and regained my confidence
4.Where does she look for nutrition information online? (i.e. "Busy Mom" - Google searches, nutrition-related Facebook groups, Mumsnet