

Kaplan Copy Ideal Client Profile Worksheet

When building your ideal client profile, it helps to write down exactly who you want to reach, where they are, and what their problems are (that you can fix). The more you know about them, the better you will be able to focus your marketing efforts.

Industry

Is there a particular industry that you're drawn to? What is it? Stick to one for now. You can always add more later.

Here's a tip: when you do, try to keep them related. Don't pick say hotels and ball bearing manufacturers.

Business type

If you picked hotels, is there a specific type of hotel? Is it a large chain or a bed-and-breakfast? Or do you want to reach a specific department in the hotel, such as the restaurant or the maintenance department?

Company size

Fortune 500, mom and pop, \$1,000,000, something else

Job descriptions

If you're business-to-business, what are the job titles of the people you want to reach? Who do they report to?
How big is their department?

People profile

Men? Women? HR managers? New moms? Who do you want to talk to? Write down as much as you can about them, their background, size of company, responsibilities, the challenges they face, the kinds of information and help they're looking for.

Budget

What they'll need to spend to hire you or buy your products or services. Can the people you want to reach authorize the purchase themselves? Or do they need to get an OK from someone else?

Problems they share

This could be not enough time, not enough money, lack of technical knowledge, worried about security, concern about making payroll. What are the common concerns and interests that will attract them to your product/ service?

Common mistakes

What have they been doing that's causing a problem? What is keeping them up at night? This might be trying to build their own site, not testing for usability, websites that aren't responsive, or trying to sell to everyone.

How do you solve their problems?

Remember, you're selling holes, not drills. So if you're a wordpress wizard, you're not selling coding, you're selling "an easy website" or "websites for non-geeks." Think about whether it's a problem your audience cares about – or will care about once you educate them.

What questions are you asked repeatedly?

What is your solution?

An ebook, a newsletter, a coaching program

What they get

How does this solve the problems you just identified?

Why you?

Late-night delivery? Humor? Home-cooked meals delivered to every new home buyer? Why would your audience want your solution? What does it save or get them? More time? More money? Something exclusive? Great service and high quality don't count. Those are a) assumed and b) too vague. Be really specific about this.
