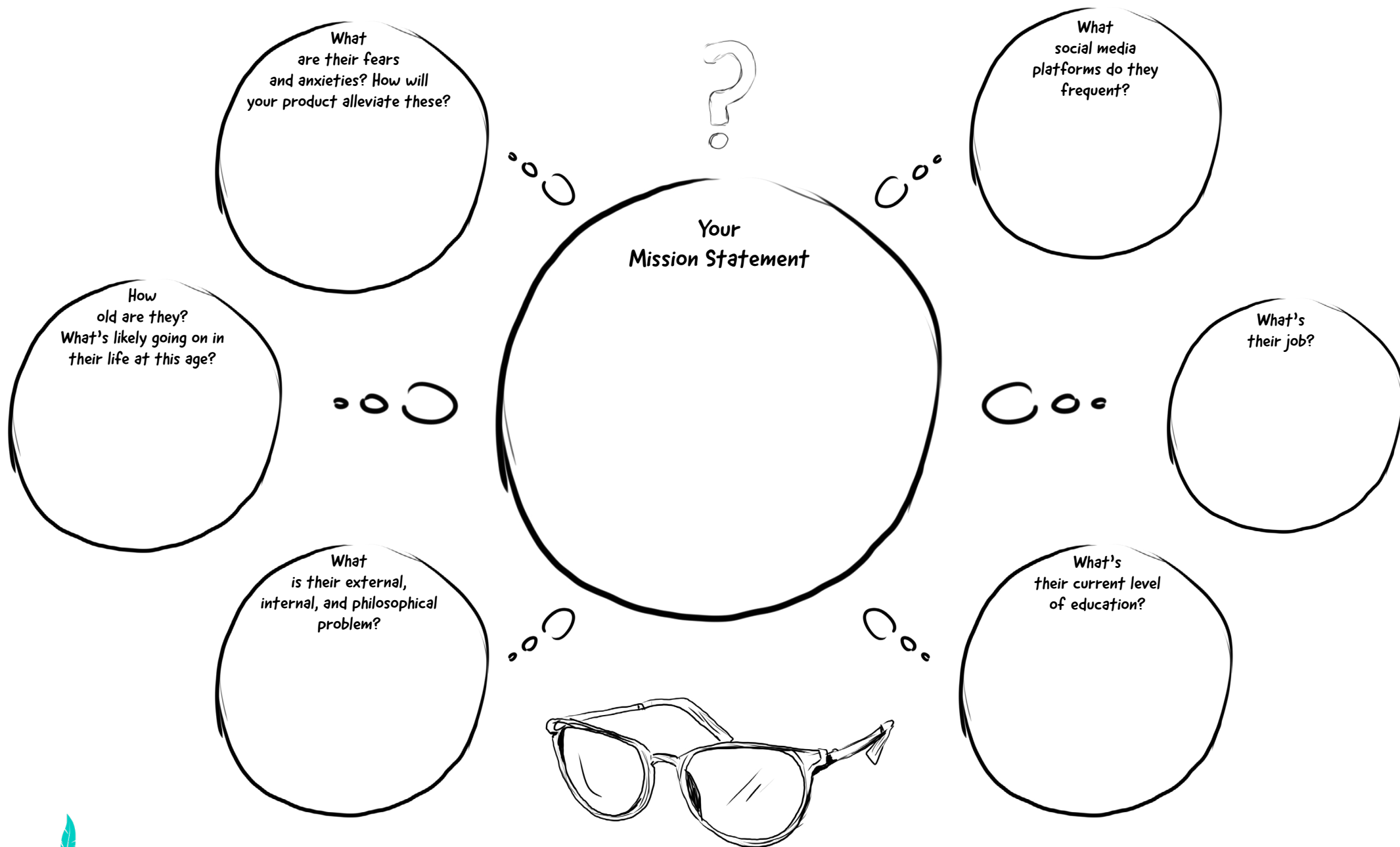


Ideal Client Creation

A perfected mind map for brainstorming and solidifying your target audience



A Guide: "Ideal Client Creation" Mind Map

When filling out your mind map, start from the middle and then work your way around. The center square refers to you and your business; every other prompt in the mind map refers to your target audience.

Your mission statement

If you haven't created a mission statement for your business yet, now is a great time to do so! This statement should encapsulate what your company does and the values and ethics that you stand by. You want to align your target audience with these core values; ultimately, it's your foundational beliefs that your ideal client is attracted to.

Figuring out who your ideal client is

Answering these questions can be overwhelming. You may feel stuck at first but just remember: you created this product/service for someone. If it was for someone like you, then describe yourself! If your service solves a diverse set of people's problems, hone in on who you consider your product's ideal target. Where would your messaging be most successful?

We've chosen these questions to aid you in building a style guideline for all marketing content. Answering them will help determine your readability goals, tone of voice, and advertising tactics.

External, Internal, and Philosophical problems

According to Donald Miller, the author of 'Building a Story Brand,' the most effective messaging speaks to a client's external, internal, and philosophical problem.

Here's an example: you sell cybersecurity services. Your ideal client's external problem is that they need better cybersecurity for their business. Their internal problem is that they're concerned about a cybersecurity breach tarnishing their reputation. Their philosophical problem is that they feel that everyone deserves data privacy and security.

If you need guidance

We love working with clients to develop their ideal client. It is such a crucial step for successful marketing campaigns that reach the right people. Reach out to one of Clash Copy's marketing masterminds to talk about your ideal client profile and discuss the next steps for your marketing strategy today.



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