



156 - How to find the perfect client

Finding your ideal client is so important.

On today's show we discuss the reasons why you need to develop this idea.

Creating a highly specific description of the perfect customer takes some time.

But once you do it you will be able to run your business far more effectively.

We're going to discuss how you can develop your ideal client.

And we'll tell you how **you can actually use** that avatar after you create it.



Finding your perfect customer

This is the person that you both *want* to work with and the person who who you can make the most money from.

You can't be all things to all people so don't even try. Developing a client avatar will allow you to focus your energy.

And it will help you to develop your niche.

In order to start developing your client avatar **ask a series of questions:**

Where do they work? How old are they? How much money do they make a year, etc...

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Write down a few of the qualities your perfect client has to have.



Use your ideal client avatar

From a marketing point of view you now know how to target this person.

You will be able to purchase advertising that is more likely to be seen by the people you want to see it.

This will also help you to turn down business that is going to be a waste of time.

Allocating your time and resources more efficiently is going to mean more money for you in the long run.

Your client avatar will also help to develop the way in which people **engage with your business.**

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What are the best marketing channels you can use to reach your ideal client?

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BusinessLegal : Lifecycle

Learn more by ordering the book

Whether you want to have a large company or a small lifestyle business, you must pay attention to the legal aspects right from the start.

The Business Legal Lifecycle is a handbook for you to use in your business on a regular basis.

The key areas that Jeremy Streten covers in the Business Legal Lifecycle are:

How to successfully set up your business

Why and when you need to pay attention to the legal aspects of your business

Who you should consult with along your business journey



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