

# Ideal Client Profile

*The key to your  
Marketing Strategy*

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Healing Business



# Introduction

**Knowing your ideal client profile is the key to your marketing strategy!**

When you can tune in to who you serve, you can get to know who they are in a deeper way and design your business to resonate with them. From the colours and images in your branding, to where you hang out on and offline, the language you use in your copywriting, the products and services you launch and the prices of them– everything can grow from this foundational piece of information.

If you are thinking “but I can serve anyone”, that’s OK! Typically, most business owners start broad before they niche down. I know I did. It’s OK to experiment and work with different types of clients so you know what kind of people you do and do not like to work with and with experience begin to narrow your focus. The challenge with the “serve everyone” approach is that your message may be watered down. It may be too vague or middle of the road and the result is that it might have the opposite effect and attract no-one because what you are putting out there doesn’t resonate in a deep way.

As your business evolves you can come back to this piece and make changes – it’s not set in stone, but it’s a great starting point to springboard your marketing and give yourself more chance of success.

A lot of the masterclasses in the Healing Business Mastermind will refer back to this exercise and may repeat some of the coaching questions because the information is so vital to your marketing strategy.

When you can really tune into your ideal client, and design everything around them and their needs, you will attract exactly the kind of dream clients you LOVE to work with!



# Getting to know your ideal client

Some of these questions may be harder to answer than others. You may think some of them are impossible to answer but I encourage you to answer all of them.

If it helps, work through the questions with your coach or business bestie to help mindmap your ideas.

You can think about the current or previous clients you have LOVED serving, who light you up and gives you that glow of positive energy. You can think about the kinds of people you'd like to attract. It may be that you have a shared experience, or a challenge that you have overcome that others can learn from.

## Let's dive in to the questions!

Do you prefer working with men, women or is gender unimportant?

What age range are they in? What age are they exactly?

Do they have children? How many? What age/s

Are they educated? To what level? What did they study?

# Getting to know your ideal client

Are they working? In a job or running a business? Where? In an office or working from home? What do they do? Do they like it? What do they earn? What sort of hours do they work?

Where do they live?

What sort of home do they live in?

What do they like to read? What do they like to watch? What music do they listen to?

Where do they buy their clothes?

# Getting to know your ideal client

What car do they drive?

Where did they last go on holiday?

What are their three highest values?

What three words would they use to describe themselves?

# Where are they now?

What is their biggest frustration or problem right now?



What in their life makes them most unhappy?



# Where would they like to be?

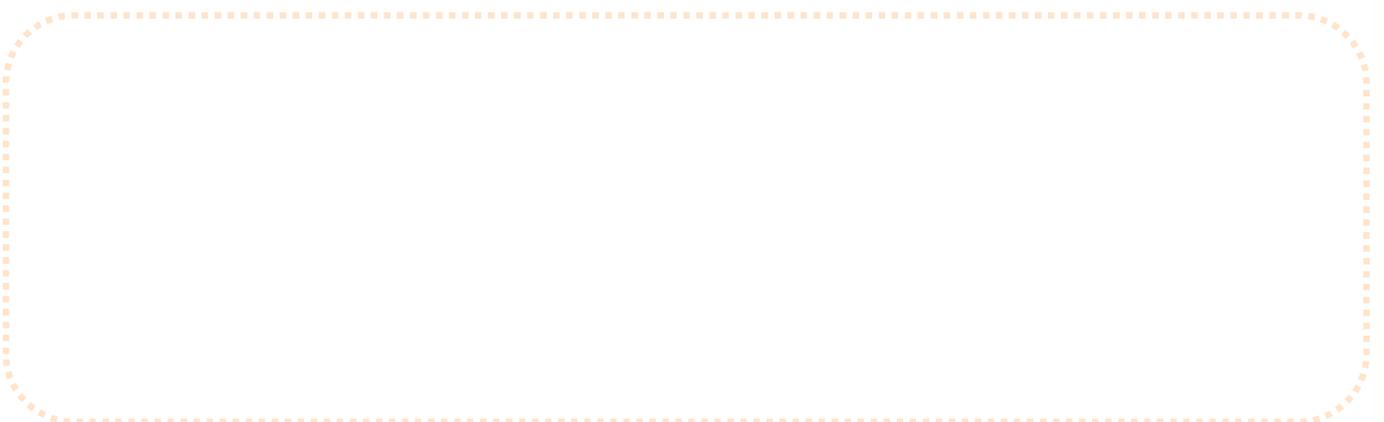
What ultimate outcome do they want from your product or services, if they were to buy it? (e.g "happiness", "freedom" and "confidence", etc, rather than "an hour of EFT")



What is their biggest fear or worry about buying from you, specifically?



What do they value the most about your product or service?





# Building the Connection

What makes you the best, most experienced and qualified person to guide them?

Imagine you have a sacred map to offer them to help them navigate their current challenges? How does it feel to be a guide for them?

How will your clients feel when they have overcome their challenges and are living their ideal future?

How does it feel to know that you have journeyed with them?

# Journey Timeline

If it's useful for you, timeline your journey and map out the challenges that you have overcome that will serve your clients. Include your healing journey, what lessons and blessings you took from those experiences and what steps you took to overcome them.

Reflect on who you are today and the hope and inspiration that can bring to your ideal client. Who did you need to become in order to overcome the challenges? What did you need at the time? What resources did you use? What help and support did you receive?

Write out your timeline and notice any key insights that can benefit your ideal client



# Other thoughts

# Next Steps

By now you will have deepened your understanding of who your client is, what they are looking for and connected with your belief on why you are the best person to serve them.

Everything you need to support you with this can be found within the Healing Business Mastermind masterclasses. They can help you to implement the next steps and ensure that your ideal client is at the centre of everything you do in your business.

**Use the action planning worksheet on the next page to plan your next steps.**

It could be to review and refresh:

- your branding and website
- your social media platforms and PR activity
- your products and services
- your images and copywriting

You may wish to:

- develop a new email opt in
- create new opportunities to connect with your ideal client
- set up a market research survey to connect further with your ideal client and hear their stories, challenges and aspirations.

I am so happy for you that you have completed this guidebook and I'm excited for the way this foundational piece of your marketing strategy can enable you to become more congruent, more aligned and reach clients that are the perfect match for what you have to offer! Come over to the healing Business Academy Facebook Group and share your experience of completing this exercise, and let us know your next steps for added accountability! And as always, if you have any questions at all, feel free to reach out!

With love and infinite blessings,

Sarah

# Action Planning

MAIN STEPS:

1

2

3

BREAK IT DOWN

Strengths / Support

Blocks / Barriers

Motivation / Affirmation

Goal Deadline

(including milestone steps)

First Step: .....

# Further resources

## Further resources:

**Strategy and Alignment with monthly Masterclasses, Guidebooks and Accountability - unlock the potential in your life and business**

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**Discover how to re-align to your marketing strategy**

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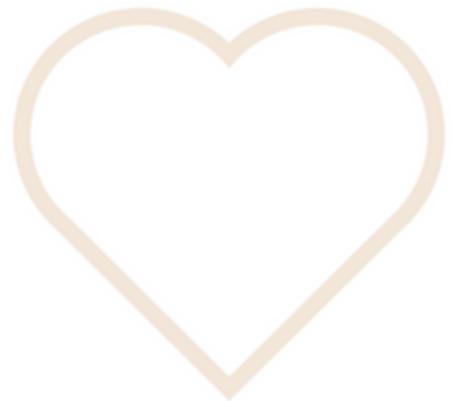
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Sarah Sienkiewicz is a qualified and intuitive coach and energist with a corporate background in streamlining systems, coordinating projects and training. She works in the health and wellbeing community to empower people with healing gifts so they can better serve people who seek healing.

