

## Your Ideal Client Profile (From Coaching Training Accelerator)

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Knowing yourself well and the kinds of people you enjoy most, imagine that you are designing the best coaching client for you. Start by creating a short bullet-pointed list identifying the most important characteristics that describe the individuals you would like to coach.

Don't worry if this is not crystal clear yet. Write what you do know now and keep updating this profile as you know more. Doing samples sessions and enrolling full fee clients will best help you learn about your ideal client.

First, consider their gender and other demographics. Also, think about aspects of their personality, values and beliefs.

For example: Professional career women that . . .

- » Have ambitious long-term goals
- » Are intuitive and spiritually based
- » Are highly committed to their own success <sup>[11]</sup>SEP. Then consider their abilities, availability – anything that might affect your working relationship.
- » Are financially sound and happy to invest in their development
- » Are savvy computer and Internet users
- » Are active on social networks
- » Available for sessions on Mondays and Wednesdays, 9am – 3pm ET

Now, that you've decided your niche (your target market or specialty), list the answers to these questions to round out your profile.

- ***Who is my target market or the population I want to serve?***
- ***What are their biggest challenges, opportunities and goals?***
- ***What problems are they looking to solve?***
- ***What are three ways I can easily and inexpensively reach groups of them?***

Put the key points into a short paragraph. Read this paragraph often. Eventually, it will be fully fleshed out and you'll be able to share it with others without referring to this page.

**Sample Ideal Client Profile:**

*“My Ideal Client is a mompreneur – a stay-at-home mom with her own home-based business. She’s serious about contributing significantly to her family’s income, but not at the expense of her family time. Because time<sup>[L]</sup><sub>[SEP]</sub> is her biggest obstacle, she has to find creative ways to grow her business and raise her children. She is computer and Internet savvy, utilizing social networking as one method to build her business. She’s guided by her own integrity and spiritual beliefs. Primarily, I connect with mompreneurs through social networking, blogging, my own Blog Talk Radio programs and other live events. I have a “tribe” of mompreneurs that share and support each other. My core suite of offers includes one-to-one coaching, mastermind groups and eventually a membership program.”*

Use this space to begin assembling your Ideal Client Profile: