

Session 2: 2010 Summer Business Building Teleseminar Series

Your Ideal Client

In this Session you will determine the ideal client for your business. This will help you to

1. Know who you will serve in the business
2. The type of products or services to market
3. The price points for your products or services
4. Your positioning in the market based on the client profile.

Determining your ideal client will increase your passion for business. The idea of working with the perfect clients each day makes being a business owner very exciting!

Sample Ideal Client Description:

In my consulting business, my ideal client is a professional woman who has successfully operated a business that generates an income ranging from \$75,000 to \$500,000 annually for at least three consecutive years. She has strong spiritual beliefs, cares about the environment and her community.

Determine Your Ideal Client

1. Demographic Background:
2. Economic Background:
3. Psychographic Factors:
4. Client Values:
5. Target Market:
6. Niche in the Market:

Write a detailed description of your ideal client/customer: