

identify &
define your
dream client

a helpful workbook →





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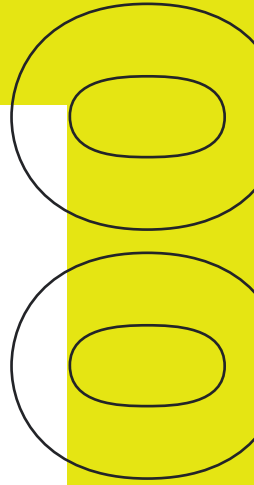
it's so
good
to see
you

We're so excited you've discovered our creative agency, Pursu, and downloaded this workbook. It means you're ready to take your business to the next level.

This workbook will help you identify your dream client and develop an Ideal Client Profile, which is a fancy name for a personality profile of people you truly enjoy working with and love what you do.

When you've completed this workbook, you'll have a much better understanding of how your dream client thinks and makes decisions allowing you to engage with them more meaningfully, identify opportunities to thrill them even more and optimize your branding and marketing efforts.

So, let's dig in!



what is a dream client?

A dream client is someone you get excited to work with, they happily pay full price and they 100% appreciate the value you bring to the table. They trust you as the expert and look to you for advice. These clients are a joy to work with, are loyal to your brand, and they effortlessly recommend you to others.

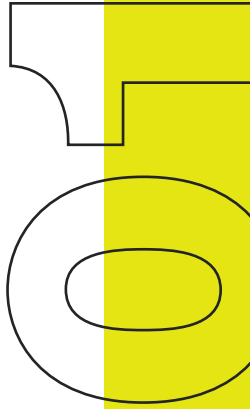
You may have worked with a client like this in the past or you may not have found your dream client yet. That's ok! This workbook will help you identify what makes your ideal client so special so you can find more of them.

the qualities & habits that make up an absolute dream client

Appreciate what you do
Refer you to friends & family
Easy to communicate with
Keep coming back
Happily pay full price
Positive attitude
Always turn to you

Excited to work with you
Very organized & professional
Respect your time
Trusts your expertise
Always pays on time
Love your products or services
Consistent engagement

Always prepared for meetings
Provides constructive feedback
Connects with you personally
They "get it"
Prompt & attentive
Reasonable & Understanding
Brand loyalty



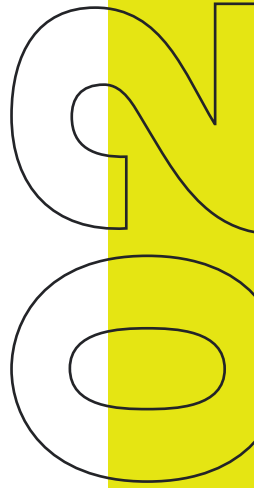
current client brainstorm

Start by reflecting on your current or past clients. Who did you LOVE working with and who presented unforeseen challenges? Take a look at the qualities & habits from the previous page and compile a list of your ideal clients here. Include important details that might help you build your dream client profile.

client

details

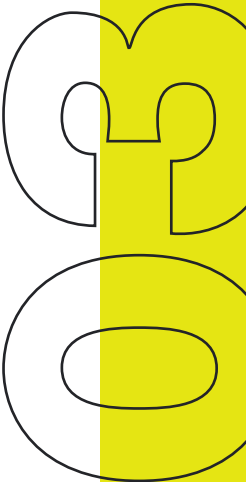
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identify commonalities

Take a look at your top clients. What traits showed up across the board? What other details or demographics did they have in common. Identify those commonalities here.

common traits, demographics or details





change your mindset

Using the data and information you gathered, get into your ideal client's head. Try to think how they might think and consider how they might make decisions. It is important to complete the following exercises as if you were in their shoes.

Shift your mindset from seller to buyer. Think about what might grab your ideal client's attention, what factors they consider when making a decision and what value you can add to thrill them even more.

Identifying this niche of clients may seem limiting, but remember you can't be everything to everyone. So many businesses fall flat with generic services and offerings that go unnoticed. Identifying and embracing your niche is the key to strongly capturing your ideal client's attention, build brand loyalty and successfully set yourself apart from the competition.



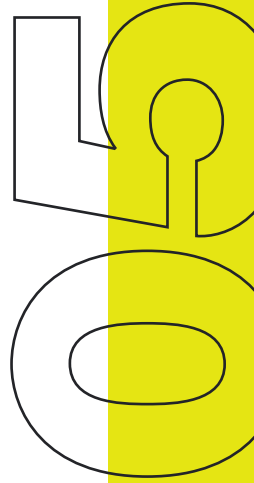
personality & values

Describe the type of personality your dream client has and what is important to them in business and in life. A few questions to use for inspiration: Are they energetic? friendly? determined? Are they deadline driven? Do they put their family first? Are they introverted or extroverted?

Remember to get into their mindset and describe who they are as a person.

personality traits & core values

how do these traits & values align with your business?

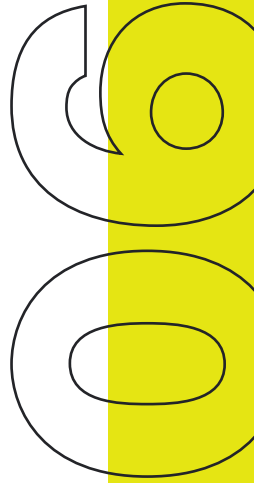


goals & decision making

The decision making process is often guided by a client's goals. Understanding what goals your dream client has can help you identify how they will approach a certain decision and you can use that to optimize when and how you communicate with them. Write down possible goals your ideal client may have related to your offerings and consider how they might make a decision. Will the decision be an impulse buy? or will they extensively research to find the best option?

goals

decision

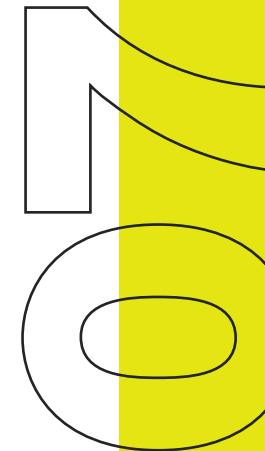


challenges & fears

People often make decisions based on a problem they need to be solved or a desire they want fulfilled. Understanding the specific challenges and fears your ideal client faces is important and can help you bridge the gap from problem to solution. Your ideal client's challenges and fears may be directly or indirectly related to the solutions you have to offer so take a step back and look at the big picture.

challenges

fears

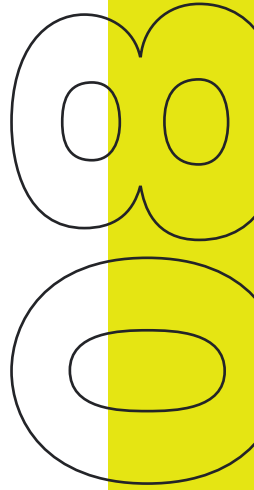


opportunities & benefits

Can you help your dream client overcome their challenges or achieve their goals? Reflect on the work you did on page 6 and 7 - Can you identify new opportunities to serve your clients better? Look beyond solving a problem and think about additional benefits your ideal client might find valuable. What can you offer that no one else can? What will set you apart and tip the scales in your favor in the mind of your ideal client?

opportunities

benefits



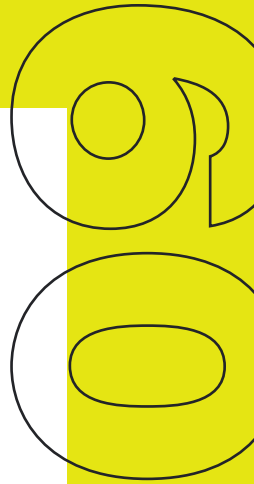


bringing it all together

Fantastic job completing a deep dive into how your client thinks and makes decisions. The next step is to bring all of this information together into one, dream client profile.

This is where you create a fictional avatar that embodies everything you discovered about your ideal client.

For the next exercise, you'll be bringing together everything from the first part of this workbook, giving your ideal client a face and a name and outlining everything there is to know about them. Remember, this is a fictional person - it's best to use a made up name and a stock photo.



absolute dream client

name: _____ age: _____ gender: _____

education: _____

occupation & responsibilities: _____

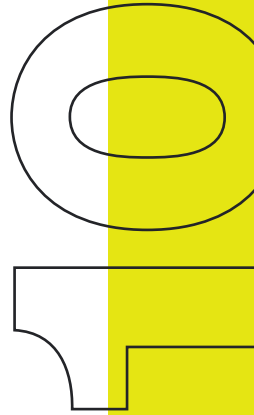
what does their typical day look like? where do they go? who do they talk to?

what motivates & excited them?

where do they engage online? (email newsletters? favorite social media platforms? forums?)

how do they prefer to communicate? (call, text, email, other?)

where do they get their information? (books, websites, social media, conferences?)



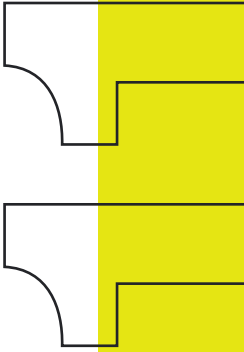
absolute dream client


how do your ideal client's values align with your business? why do they love your brand?

what objections might they have & how will you overcome them?

what other brands or businesses do they love that could you partner with or collaborate with?

additional notes or details about your ideal client:





your ideal client profile

Congratulations! Woo hoo! You Did It! You've successfully identified your dream client and created your Ideal Client Profile.

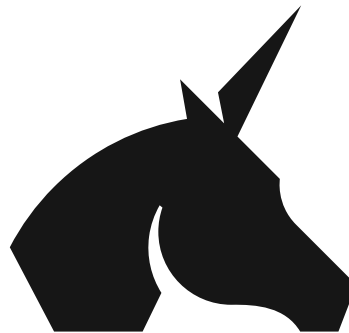
This process should have provided you with a much better understanding of how your dream client thinks and makes decisions. After analyzing your dream client, you'll be able to make informed branding and marketing decisions, engage with them more meaningfully and identify new opportunities you can leverage to thrill your clients even more.

If you still have questions about your dream client or how this profile can help grow your business, reach out to us at hello@pursu.agency








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WE ARE



We are a rare breed of creative unicorns and we have the top-shelf skills to prove it. We are a multidisciplinary creative team hell-bent on helping businesses thrive. We aren't afraid of a creative challenge, we work best when we're collaborating and want to build lasting relationships with our clients for continued success.

what will you pursu?

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