



CHECKLIST: Ideal Client

BENEFITS OF IDENTIFYING YOUR IDEAL CLIENT

- Personalisation - your client knows you help with their specific problem
- Focused Message - once you know your ideal client, you can focus on creating useful content that will attract and engage your client
- Advertising Efficiency - you know where to advertise without wasting money
- Generating Sales - knowing your client means you can create an effective business model to help service your clients needs
- Professional Skills - you know the skillset you need to develop to deliver the best therapy to your clients



SERVING YOUR CLIENTS

- What is their biggest resistance to therapy?
- What are their top fears and frustrations?
- What is the outcome they are after?
- What does your service give your client?
- What are the hidden benefits of your service?
- How do they like to receive therapy?
- Does my client prefer sessions during business hours or after hours?
- What other identifying traits does this person have? Married? Kids?
- How many clients per day can I see?

DEMOGRAPHICS

- Gender?
- Age?
- Marital Status?
- Income?
- Primary Mental Health Issues?
- Are they local?
- Any travel issues?

CURRENT CLIENTS

Separate your current clients into 3 groups:

1. Clients you enjoy working with
2. Clients who book the most appointments
3. Problem clients - payment issues, time management issues, has problems outside of your skillset

NOTE: Given the confidential nature of your client records, it is advised to use aliases or unidentifiable codes to sort your current client list. The purpose of this exercise is to help define your ideal client and determine how many of your current clients meet these requirements