



Who are Your Ideal Clients?

Before we can consider how you will speak to your ideal clients, you will first have to understand who they are.

Describe the clients you enjoy supporting - the type of clients who keep you energized and look forward to supporting each and every week. Be as detailed as possible as it will help you when you write your website about page and service pages.

You may have multiple ideal client groups, create a profile each!



1. Individual, couples or family?

2. Male or female?

3. Where do they live?

4. How old are they?

5. Describe their religion

6. Describe their ethnicity

7. What is their relationship status?

8. Do they have a family?

9. How would they describe their problem? *Use words they would use

10. Are they an introvert, extrovert or ambivert (both)?



11. Describe their personality in 3-5 words

14. What do they do for fun and enjoyment?

12. What are their values in life?

15. What do they do for health and fitness?

13. What's a quote or mantra they live by?

16. What is their highest level of education?



17. What is their career, work or job title?

28. Is their income low, average or above average?

19. What are their typical work hours?

20. Where do they typically work?

21. Are they happy and passionate about what they do for work?

22. What are their priorities and responsibilities in life?

23. What other struggles, challenges and pain points are in their life?

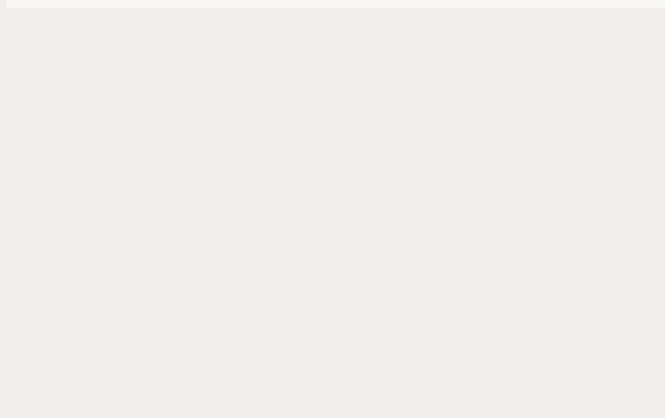
24. What are some unhealthy habits they've adopted?

Ideal Client

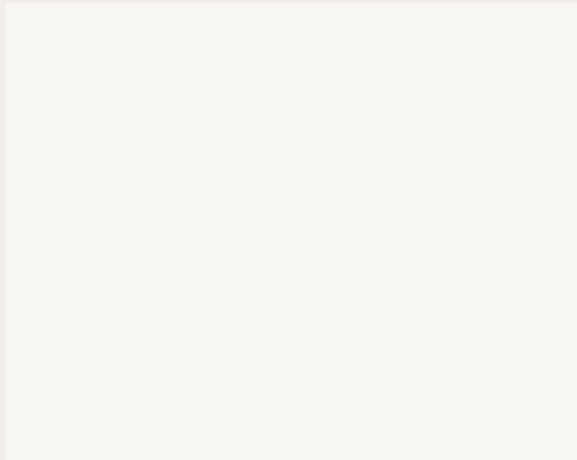
25. What are some of their fears and worries?




28. What online community groups are they part of?



26. What do they want to learn more about?



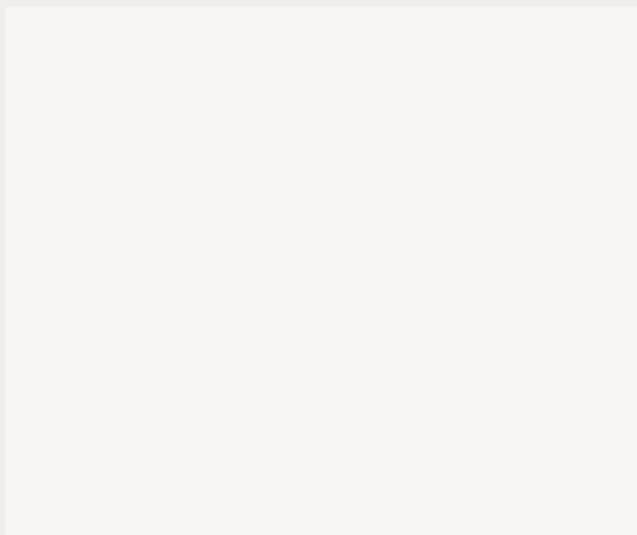
29. What online tools and resources do they use?



27. What social media platforms do they use?



30. What kind of podcasts do they listen to?





31. What kind of books do they read?

32. Do they prefer to learn as an individual or part of a group?

33. Are they a self-paced learner or prefer to be guided?

34. What's their level of knowledge in relation to what you offer?

35. Do they have any experience in relation to what you offer?

36. Do they actively seek advice in relation to what you teach/offer?

37. What is your Treatment plan to help this client. Use 3 goals and include what modalities you will use to reach their goals.

Service Page

What is this ideal client's problem?

What would they like the situation to look like?

Service Page

What would it mean to them if they achieved that goal?

What if nothing changes for them? What would they say?

Service Page

What one standout sentence to highlight what you offer or who you serve

What 3-4 sentences introducing your service and how it solves a problem your potential clients have.

Service Page

What is the transformation you help create for your clients? Explain what will happen when they work with you

What information from the ideal client worksheet can you use here?

Service Page

What are client goals and expectations when working with you on this issue?

What are their expectations of a counselor?

Service Page

What makes you and/or your services unique over your competitors?

What have they tried before to relieve their symptoms?

Service Page

How would you describe what is happening with this ideal client, without using jargon?

Thinking about all your clients you have supported thus far. Write down how they have described the relief therapy has brought them.
