

# THE IDEAL CLIENT



empowering you®

# DRAWING THE **PICTURE-PERFECT** CLIENT

*Booking Business with the Guests who Matter Most*

## **"PICTURE YOUR IDEAL CLIENT."**

A lot of business advice starts with this exercise, and with good reason: when you know your ideal client, you can target them with tempting – even irresistible – services, prices and promotions that will earn their loyalty and earn you the salary you desire.

So when we tell you to picture your perfect client, it's serious business.

Visualizing your ideal client helps you save precious time and resources and allows you to focus on delivering exceptional service. Every. Single. Time.

Knowing your picture-perfect client helps you:

- Develop an understanding of your audience
- Tailor your communication to entice the right people through the door
- Connect and Engage with your ideal clientele

And...

- Focus on your Passion

Which...

- Drives Profits

When you dig into the qualities of your ideal client you start to think like them, see your business through their eyes, and consider what drives them to buy (from you).

BUSINESSES FACE A LONG LIST OF CHALLENGES,  
BUT THE NUMBER ONE IS HOW TO ATTRACT CLIENTS WHO WILL  
**PAY YOU WHAT YOU'RE WORTH.**

## HOW MANY OF US HAVE BEEN CAUGHT IN THIS CYCLE?

The business is new and the books aren't full. In a fit of worry and anxiety, you cut prices to attract more clients. It works. Suddenly the books are full and you're busy all day, can hardly keep up, but you're working more for less money and you begin to resent what you do.

This is all too common, but you can break through to the other side and find balance between work and pay. The solution is in one word: CUT.

- ✗ CUT the clients who are too demanding and stressful
- ✗ CUT the bad tippers
- ✗ CUT the ones who are chronically late or cancel last minute
- ✗ CUT the stress of too much work and too little pay
- ✗ CUT the B.S. from your business and focus on what brings you joy

Is it that easy? Yes. If you do it right.

## IDENTIFY YOUR CLIENT

The quickest way to do this is to make a list of every client you've worked with who wasn't a good fit. Maybe they were inconsiderate or rude, they tipped poorly or bounced a check, or they just didn't appreciate your talent and personality. Think broadly because we want this list to be long and thorough.

We know what you're thinking: If I get too specific, too picky, and my list gets too long, I'll be back at square one with an empty book and an empty bank account.

We hear you, but stick with it, the solution is right around the corner.

What we're doing now is identifying the absolutely perfect client, the one that brings a smile to your face when they come in and makes the cash register sing when they leave. This client will refer you to others like herself, building a book of business that's nothing but smiles and dollar signs.

Does this mean you'll find that person and they'll be the perfect fit every time? No. Does it mean their referrals will be perfect matches for you? No. But it gives you an ideal client to keep in mind as

you create your offer, develop your menu and prices, write your ads, and tailor your brand to attract client perfection.

## IDENTIFY THEIR NEEDS

Now that you know that perfect customer, now that you have that ideal client in mind, what do you do? Open the door and yell, "Come on in! I'm ready to see you! You're going to love it!" If only it were that easy.

What you do next is think about yourself. You're not a stylist. You're no longer a spa technician. You're not the expert in the beauty industry that your ideal client so desperately needs. You're a problem solver and you're here to prove a solution, to fix the things they can't, to make their lives better in some tangible way.

In high-level business consulting they call this Identifying the *Pain Point*. Your job, once you've identified their pain points – the problems you need to solve – is to ease that pain and bring them joy.

Finding the pain point may sound hard, but it's actually quite easy. How easy? Just ask. Ask your clients. Ask the Facebook groups you belong to. Ask your bowling league or bridge club or the group you meet out for wine every Thursday night. Just ask What could I do, what could I offer that would make your lives better? You'll get plenty of silly answers – a million dollars, better blind dates, kids who listen – but you'll get real answers too:

"I'm busy so I need a style that's easy to fix on the go."

"I need an escape from the stress of the real world..."

"I need to feel good about myself."

## IDENTIFY YOUR PASSION

Too many people jump right to this step, following the old saying "do what you love and it'll never feel like work" or "work in your passion." That's fantastic advice if you've figured out your ideal client and know how to answer their needs; terrible advice otherwise.

Take a long look at your ideal client and the needs you'll be meeting. How do they match with your talents, skills, abilities, and passions?

More importantly, what are your talents, skills, abilities, and passions?

Big question, right? Don't sweat it. Identifying your passion is as simple as making a list of all the needs you'll meet, problems you'll solve, and ways you'll bring joy to your ideal client. Then you'll circle the things you're good at and the things you love to do. It'll be a long list and it will take time to do this, but the payoff is ENORMOUS.

Think of it like this: you're looking for the sweet spot where your talents and passions overlap with their needs and wants.

## IDENTIFY YOUR SIGNATURE SERVICE

Remember Smokey The Bear, that cartoon bear in the Park Ranger hat who reminded us "Only YOU Can Prevent Forest Fires" in cartoons and ads in the '70s and '80s? Well that's your signature service. Not forest fires, silly, the things that "Only YOU" can do.

*Your signature service is the place where your passions meet their needs.*

To figure out your signature service, ask yourself one question: What services can you provide to bring joy to your clients?

The answer reveals which specific service targets your ideal client, that you'll both be excited about, and you will love doing.

It's magic.

It's not presto-change-o, Harry Potter wand-waving magic – there's still work to do – but when you find your signature service, it all clicks into place.

You'll still need to do the work of spreading the news about your service, drawing in your ideal client, delivering on your promises, developing your brand, writing the ads, and being the beauty badass that you are. But you're on the way to working with who you want, doing what you love, and being paid what you deserve to do it.

## CLOSE YOUR EYES AND PICTURE YOUR IDEAL CLIENT. WHO COMES TO MIND?

- You smile when you see their name on your books
- They're a joy in the chair, someone you look forward to talking to and someone who appreciates your talents and expertise
- They never complain about prices and always leave a fair – but generous – tip
- They refer friends and family to see you
- They treat you with the respect you deserve and recognize you as a professional
- They pre-book every time and always purchase your recommended products
- They love themselves and it shows

Does she come to your salon?

Does he come in for spa services twice a month?

Does she brag about you to everyone she meets?

*Do you want more guests like this?*

That person, the one who checks off all those boxes (or at least most of them), she's your *ideal client*, he's the one you'll model your ideal client after. Now you just have to target them.

### **ASK YOURSELF:**

- What are their hobbies? Interests? Occupations?
- Where do they go out to eat?
- What's their favorite music? Movie? TV show? Book or magazine or blog?
- Which social media platforms do they love: Instagram? Facebook? Snapchat?
- What are they passionate about?
- What do they do on weekends?
- Where do they travel?
- How would their friends describe them in a single sentence?
- Where do they hang out?

Once you figure these out, you can begin to craft your message to appeal directly to them.

Advertise your services and yourself as the perfect storm of their interests, hobbies, passions, and needs. Say:

*"Come on in. I'm ready to see you. You're gonna' love it!"*