



**YOUR IDEAL CLIENT'S STORY**  
A DIGITAL DINING ROOM PRODUCTION

# WHY THE HECK IS THIS IMPORTANT?


- **Focus on specific needs in order to...**
  - Design appropriate products and services
  - Write better marketing copy and messages
  - Connect with the people who want to give you money



**WHAT STANDS IN YOUR WAY?**



**Your ability to know and understand your Ideal Client(s) gets better with time and experience.**



# WHERE DO YOU START?


- Previous clients
- Research  
(social media – Facebook especially!)
- Your imagination





**HAVE YOU EVER CRIED  
AT THE MOVIES?**

# THE EMPATHY FACTOR

- **Emotional empathy:** ability to feel what the character is feeling
  - **Cognitive empathy:** understanding what the character is going through
  - **Mirror Neurons & Oxytocin:** the brain responds to emotional triggers
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# CONNECTION THROUGH EMOTION

Your audience/readers need to identify with your Hero:

- Find the positive and negative emotions involved
- Is there a defining moment?
- Dig deep into the motivations and worldview






# LET'S TELL A STORY!

Every story revolves around a Hero (aka “The Protagonist”)



# THE HERO HAS...

- A history, or back story
  - Motivations and goals
  - **A problem to solve**
  - A values system, or world view
  - Fears, weaknesses AND strengths
  - A landscape, or setting
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# THE ANTAGONIST OR VILLAIN

Who or What stands in the way of your Hero?



# YOUR MISSION

Create an Ideal Client Character Sketch that outlines everything you know about your Hero:

- **Their backstory** – how did they get where they are today? **What have been their “defining moments”**
- **Current motivations** – what’s behind their BIG pain or desire? What are they trying to achieve and what keeps them up at night (even if it has nothing to do with what you offer).
- **What are the consequences of NOT achieving their goal(s)?** (This is the fear behind your protagonist’s BIG pain/desire)
- **What’s their worldview? Their values?** - what’s most important to them in terms of what you’re selling? How does that affect the way they think and make a buying decision?
- **Their world and environment** – where do they hang out (online and off)? How do they spend their free time? What hobbies or other interests do they have?
- **Who or what stands in their way?** – If it’s not a person, create a personified version of this

## ADDITIONAL RESOURCES

[bit.ly/karen-client](http://bit.ly/karen-client)

[bit.ly/researchx](http://bit.ly/researchx)

[bit.ly/perfectclient](http://bit.ly/perfectclient)

[bit.ly/DigiDine](http://bit.ly/DigiDine)