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
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”)

![Image of characters from a movie]
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
THE ANTAGONIST OR VILLAIN

Who or What stands in the way of your Hero?

[Image of a group of men with sunglasses]
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 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
bit.ly/researchx
bit.ly/perfectclient
bit.ly/DigiDine