

HOW TO IDENTIFY YOUR IDEAL CLIENT

AND SOLVE THEIR PROBLEMS



DESIGN STUDIO

GEMU

STUDIO

DESIGN

LET'S GET STARTED.

Before we dive into this, please know that the words client, customer, consumer and audience will all be used interchangeably throughout. In different industries we call them different things, but at the end of the day they are always human being who are buying from us and keeping our dreams of running a business alive.

So you're here because you want to learn about your ideal client and that is epic. Honestly epic! Not only will your business be better for your customers/clients/consumers, but it'll be better for you because it will make you more sales and allow you to have more growth.

Your ideal client is just that, it's the client/customer/consumer that you DREAM of targeting and working with.

But maybe you built you've business for you, and because it's something that you're really passionate about, so you haven't ever really taken too much consideration into what or who those dream clients are. And that's okay. But it is really important to choose an ideal client, and a niche if you're wanting to charge premium prices, become in demand, sell out, and be of value and impact for your consumers. So how do we do that?

This ebook will take you on a bit of a journey as it is divided into three sections:

- 1. About You**
- 2. About Them**
- 3. Problems and Solutions**

Enjoy your time through this ebook and allow yourself space to think about the questions in as much depth and detail as you can. Don't skim over the About You section either, it's important that you know about yourself first and about yourself as a customer before we dive into the questions about your ideal client.

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What are my core values (personally)?

What is my star sign say about me?

How do I express myself when I am happy and when I am sad?

What's my favourite outfit to wear? Casual? Going out? Colours? Style?

What's my favourite self care ritual?



WHEN WE START TO UNDERSTAND
HOW WE THINK, ACT AND FEEL...

WE UNDERSTAND HOW OUR IDEAL
CLIENT'S THINK, ACT AND FEEL...



What's my personal authentic voice? Shy? Outgoing? Friendly? Do I swear (in context)? Relatable?

What are my hobbies?

List of all my favourite things: (colours, seasons, foods, activities, interests etc)

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What are my wildest dreams for my business?

WHAT KIND OF BUYER AM I?

Do I need to see the company lots before purchasing?

Am I a loyal shopper or do I prefer to shop around?

My favourite brand is? And why?

How would I improve my favourite brand?

Check the boxes that I most value and resonate with when being a customer.

I love businesses that are/have:

- | | | |
|--|---|---|
| <input type="checkbox"/> Sustainable | <input type="checkbox"/> Good customer services | <input type="checkbox"/> Value for money |
| <input type="checkbox"/> Cheapest | <input type="checkbox"/> Ethical | <input type="checkbox"/> Reliable product |
| <input type="checkbox"/> Has deals often | <input type="checkbox"/> High-end | <input type="checkbox"/> Name brand |
| <input type="checkbox"/> Environmentally conscious | <input type="checkbox"/> Donates to charity | <input type="checkbox"/> Has good energy |
| <input type="checkbox"/> Reward loyal customers | <input type="checkbox"/> Responds quickly | <input type="checkbox"/> Best in the business |
| <input type="checkbox"/> No to short waiting times | <input type="checkbox"/> Always sold/booked out | <input type="checkbox"/> Local/Small biz |
| <input type="checkbox"/> Chain stores | <input type="checkbox"/> Cold but professional | <input type="checkbox"/> Kind personality |

What can I notice from those ticked boxes?

SECTION TWO: ABOUT THEM

Now that you know a little more about yourself and your own position as a consumer, let's dive into your ideal client. It's important to know here that I am at times asking you to use your imagination and to dream up a vision of your ideal client.

With that being said though, the more in depth and the more detail you can put into this, the better. It helps you to feel connected and like you're personally speaking to one particular person rather than the masses.

Don't be afraid that this work narrows you down and is going to make it harder for you to thrive in business. It's been proven time and time again to do the opposite.

IDEAL CLIENT OVERVIEW

Gender _____ **Age** _____

Income Bracket _____

Industry _____

What is their family dynamic _____

Personality traits _____

How do they like to dress?

What are their hobbies and interests?

Are they a morning or night person?

How do they spoil themselves?

How do they spoil others?

What kinds of brands do they love to buy from and why?



How much of YOURSELF (or a previous version) do you see in your Ideal Client?

SECTION THREE: PROBLEMS & SOLUTIONS

You are doing an incredible job and now that you know who your ideal client is we can figure out how you and your business can help them and make their lives easier, more enjoyable and more efficient.

Problem solving is at the core of every successful business (which leads to transformation). To grow a successful business you need to solve a problem for your ideal client over and over again. You might provide a product that solves this problem, or you might provide a service, either way, you need to understand how your business can help them to solve this problem.

EXTERNAL PROBLEMS VS INTERNAL PROBLEMS

External problems are the ones you generally hear coming from your ideal clients mouth, the internal problems are the root cause or root problem that is generally internalised and you have to learn to read between the lines to hear them.

It's less about listening, and more about hearing.

External Problem sounds like:

I need to buy a new dress. —————→

Internal Problem actually is:

I need a dress that makes me feel comfortable and confident and also makes that guy wanna ask me on a date.

I need to buy my girlfriend a baby shower present. →

I need to spoil my girlfriend the best baby shower present so she knows how much I love her and her baby.

I need my hair done —————→

I need a hairdresser who can make me feel like a million bucks without it costing me a million bucks.

I need a logo —————→

I need a visual emblem for my business so that I can become easily recognised by my ideal client and earn their trust and get more sales.

Do you see where I am going with this?

It's your job to read between the lines and interpret what they say, as well as what they don't say.

Example: I run a design studio for ambitious entrepreneurs who are looking to brand their business with intention and strategy. My clients are looking for branding work (external) so that their business can stand out, thrive and make more sales (internal). By not offering my services my clients lose the chance to give their business the best brand foundations to grow a strong, stable and consistent brand.

Our core business functions on solving their **one MAIN problem**, but there can be a subset of problems that you can also solve. In fact, solving a few key minor problems is the ideal way to market your services to your ideal client.

You are able to say:

Hey, I see you are having this problem, that's really annoying huh, I actually have a solution to that and it looks a little like this..."

And then you can list off all the reasons why you're able to help them.

MAIN PROBLEM

What offer am I providing? What does my business do? (General overview)

What is the MAIN problem that my business can solve for my ideal client?

What is the carry-on effect of that problem if it's not solved? (internal)

How does this service benefit my ideal client?

TO WRAP THINGS UP

Hopefully after completing this ebook you have a better understanding of:

- Your ideal client, who they are and how they operate
- How your business can solve the main problem they are having
- How your business can solve a set of smaller problems they are having
- Where to market them (which social platforms)
- And a range of topics (problem/solutions) that you can use to market to them

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**Are you ready to uncover your authentic
brand and work with me?**

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