



Building Your Brand & Business

IDENTIFYING YOUR IDEAL CLIENT

IDENTIFYING YOUR TARGET MARKET

DEFINING YOUR NICHE

YOUR UNIQUE PERFECT CLIENT AVATAR

CUSTOMER PAIN POINT

HOW TO BUILD “KNOW, LIKE & TRUST”

FACTORS CREATING A COMMUNITY



Identifying Your Ideal Client

When starting out as a new business owner and a coach, one of the first things to focus on is to identify your ideal client. By ideal client we mean someone who you enjoy working with, who is a good fit for you as a coach, who needs help with the problems you help solve. If you are new in the field there are a number of ways to identify who your ideal client would be. Start by asking yourself these questions:

What are the key problems that you solve for people?

What are the secondary problems that you solve?

What issues/problems do you NOT want to serve, at this time?

What types of people do you enjoy being around? (What is their personality like - are they outgoing, introspective, silly, serious, etc.)

What qualities / character traits do you admire most in those you choose to spend your time with? (What are their attitudes, and values)

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What is their lifestyle like, what are their interests and hobbies? Thinking about a person coming to see you, what qualities/traits will you NOT tolerate in this person? (i.e. lateness, not paying on time, etc.)



Identifying Your Target Market

A target market is a specific group of people who have a problem that your services can help solve. Here are some helpful questions that you can ask to narrow down your target market:

What type of people do I naturally attract?

What problems do most people come to me for? - This could be friends and loved ones as well as clients.

What challenges have I faced that I can help people heal?

What challenges do I enjoy working with?

What age group do I think I can best serve?

What area am I especially passionate teaching about?



Age

Location

Gender Identity

Income Level

Education Level

Marital or Family Status

Occupation

It's important to understand what your target market is because once you define it, it's much easier for you to know how to language your message and where to find your potential clients. It's sometimes tempting to throw out a wide net, thinking you'll catch more fish that way. But, people aren't fish. If you're dabbling in everything and an expert in nothing, people who land in your world will get confused about what you offer and turn to someone who appears to be an expert.

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



Defining Your Niche

Your niche is different from your target market and can be identified as the specific talent you have that makes you unique in the market place.

HERE ARE SOME EXAMPLES OF WHAT A NICHE CAN BE:

- Healing body image through Eating Psychology and Mind Body Nutrition
- Chronic fatigue
- Binge eating and over eating
- Healing chronic dieting
- Helping women who are going through menopause
- Digestive Health
- Immunity and energy
- Men's Health
- Mother and daughter relationship to food
- Candida

Having a niche doesn't mean that you only have to serve that population. You can still work with all sorts of clients. Also, if you are new and starting out, you can try working with various conditions to explore what feels right to you. Eventually though, you will want to focus your efforts to yield the best results and position yourself as an expert in the market place.

NOTES:



Defining Your Niche

BONUS 01

Now that you're clear on your ideal client, target market and niche here are some helpful questions to ask yourself:

Are there enough people out there that fit my criteria?

Will this group really benefit from my service? Will they see a need for it?

Do I understand what motivates my potential clients to work with me? If so what is it?

Can they afford my services at the price I want to offer?

Can I reach them with my message? If so how?

Where does my target market go to find information? Papers, social media, search online or attend particular events?

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Creating Your Perfect Client Avatar

Now that you've done some thinking and work about your target market, and your niche, you're going to invent your ideal client in an even more specific way. This is a creative exercise focused on helping you to create your Perfect Client Avatar (PCA).

An avatar is essentially a fictional description of your ideal prospective client. This is an innovative strategy for increasing conversions, attracting better-suited customers, and generating specific, unique and directed traffic.

Why Use an Avatar?

GROUND-RULE REQUIREMENTS

Give your PCA a name: _____

Stand in their shoes. Create a bio.

DETAIL IS ESSENTIAL

You're going to be investigating their needs and wants and the emotional motivations for them. What do they spend their days feeling and thinking about?

What's their inner pain or deepest fears about the problem they just can't figure out how to solve?



CREATE A STORY

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Customer Pain Point

A customer's "pain point" is important to consider when designing your marketing efforts and your message. The "pain point" can be defined as a problem, desire or any compelling challenge your potential customer needs help with.

Why is this important?

How do you discover pain points? If they aren't clear to you already after defining your niche and target market, here's how to proceed:

1. Pretend for a moment that you are your client.
2. Then, ask yourself, from the client's perspective, what is your worst case scenario if you could never get what you want most, or if you could never get rid of your suffering.

SOME EXAMPLES OF PAIN POINTS:

ONCE YOU'VE DISCOVERED WHAT PAIN POINT YOUR
IDEAL CUSTOMERS HAVE, YOU WILL WEAVE THIS INTO YOUR
MARKETING MESSAGES.



Try writing an example of “pain point” marketing for a person who is always fatigued.

[illegible]



How to Build “Know, Like and Trust” Factors

When building your business, an important piece is to focus on increasing what is called your “know, like and trust factor”. Here’s how one marketing expert puts it:

“The Know-Like-Trust Factor runs much deeper than you are probably aware of. When you don’t like or trust someone, do you feel comfortable giving them your money and putting yourself in their hands? Nope, I didn’t think so. We give business to those we like and those we trust and never the opposite. Simple as that.”

-FABIENNE FREDRICKSON

WITH THAT IN MIND,
PART OF YOUR WORK
WHEN CREATING A
BRAND AND YOUR
BUSINESS WILL
BE TO WORK ON
BUILDING THESE
THREE KEY PIECES.

Know Factor:

A potential customer will be more likely to sign up as your client or purchase a product from you if they feel familiar with you as a person and your brand. i.e. you are more likely to buy a product if you recognize the logo or person.

Like Factor:

To convert a prospect in to a paying client, not only do they have to know who you are, they also have to like you and what you offer.

Trust Factor:

The major deciding factor in persuading a person interested in working with you to sign up for your program is if they feel like they can trust you.

MOST OF THE STRATEGIES WE’LL INTRODUCE TO YOU IN THIS MODULE WILL BE AIMED TOWARDS BUILDING ON ONE OR ALL OF THESE FACTORS.



How to Build “Know, Like and Trust” Factors

Marketing expert Dawn Westerberg says it this way:

“A sound marketing approach is to provide ideal prospects with the information and consistency and engagement they need to move from Know to Like to Trust.”

ASK YOURSELF THE FOLLOWING:

REMEMBER THE FOLLOWING:

HOW DO YOU SET YOURSELF APART?

BE REAL

BE YOU

BE RELIABLE

BE VULNERABLE

The point is not to get everyone to like you – the point is to create genuine connection with people who do like you and your style. If you try and please everyone you are more likely to please no one. Be yourself and be real.

We cannot emphasize enough how important being reliable is. **RESPOND** to every single communication you receive. Even if it is just with a “no thanks” or “I am sorry I cannot help you at this time” That is rare in this day and age and goes a long way.



How to Build “Know, Like and Trust” Factors

What does being vulnerable mean to you?

Other great ways to build “know, like and trust”:

- Align with people who are already trusted and held in high regard.
- Build relationships with key influencers and thought leaders.
- Interview experts and share their content (asking permission first). This is a great way to connect with someone you want to be affiliated with and offer them something while building your credibility.
- Who would that be for you? Make a list of people you would like to interview and people whose content you want to share.

- Be relevant and contemporary. See what is popular in the news on social media and offer your commentary.
- What newsletters or websites should you follow to make sure you are “up to date”?



How to Build “Know, Like and Trust” Factors

- Be generous, support others and share their content. Not only will this build good will, but this will make it clear that you are aware of what’s happening in your field and that you keep up to date. Also, people are more likely to share your content if you share theirs.
- Make time to “share the love”. Take time to repost and comment on people’s posts and blogs.
- Make a list of blogs and Facebook pages you want to regularly visit and comment on

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- Create alliances and support each other. People want to know that other people “like” you –that will build trust.
 - Collect testimonials and social proof.
 - Who can you ask for a testimonial from?

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- Give case studies of how your work “works”. ALWAYS ask clients permission before “using” their work with you as an example.
 - Who can you write a “case study” about?

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- Show your face. What kind of images do you have that feature YOU?

A few big DON'Ts:

- Don't make promises you can't keep.
- Don't be condescending. You want to be seen as an expert but still be relatable.
- Don't take credit for other people's work – it's called stealing. People will find out, the Internet world is completely connected, most “big” names set up Google alerts for their names and material and people will find out eventually and it can ruin your professional reputation. We will go into Internet plagiarism and etiquette later.
- Don't be afraid to apologize if you mess up.
- Don't bombard people with material.





Creating a Community

What not to do:

Social media and blogging are amazing platforms for creating and building your community and we will go in to how to use these forums later in this Module.

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