



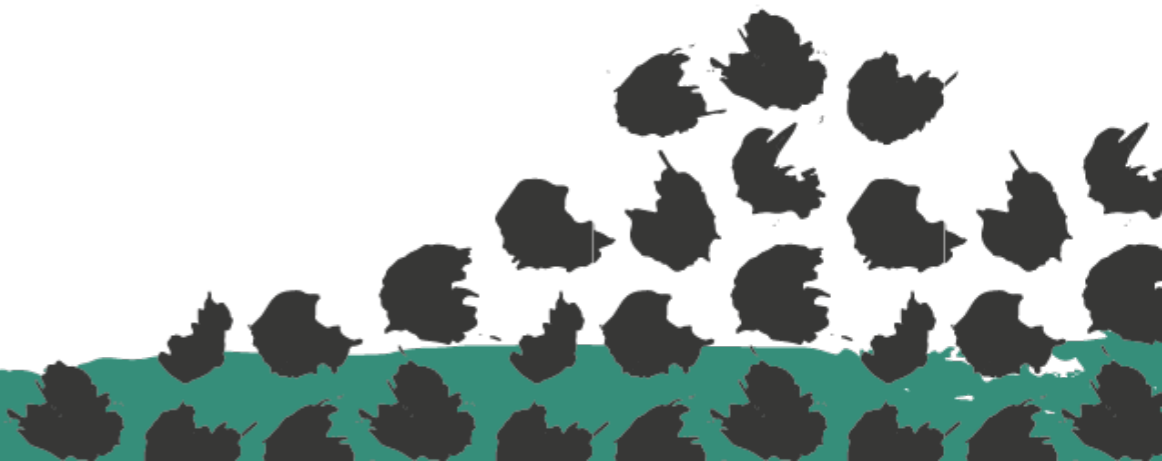
Kim Hartz   
CONSULTING

MODULE #2

Your Ideal Client



Why is it important to identify your ideal clientele?



By knowing who your ideal client is and what they love — especially those things that don't relate to photography at all — you can more easily appeal to them and draw in their business and create a tailored brand





“Target Market”

vs

“Ideal Client”



TARGET MARKET:  
A PARTICULAR GROUP OF CONSUMERS AT WHICH A  
PRODUCT OR SERVICE IS AIMED



IDEAL CLIENT:  
THE PEOPLE THAT VALUE WHAT YOU DO & ARE  
WILLING TO PAY WHATEVER IT COSTS TO GET IT



# Demographics: cold hard facts

Where do they live?

What do they do?

Income Levels



# My client: demographics

## Single Women

Live in an apartment/TH inside the loop in Houston

60,000+ income

## Couples (DINKS)

Live in an apartment/TH inside the loop in Houston

100,000+ income

## Empty Nesters

Married woman with kids

Live in a home/condo inside the loop in Houston



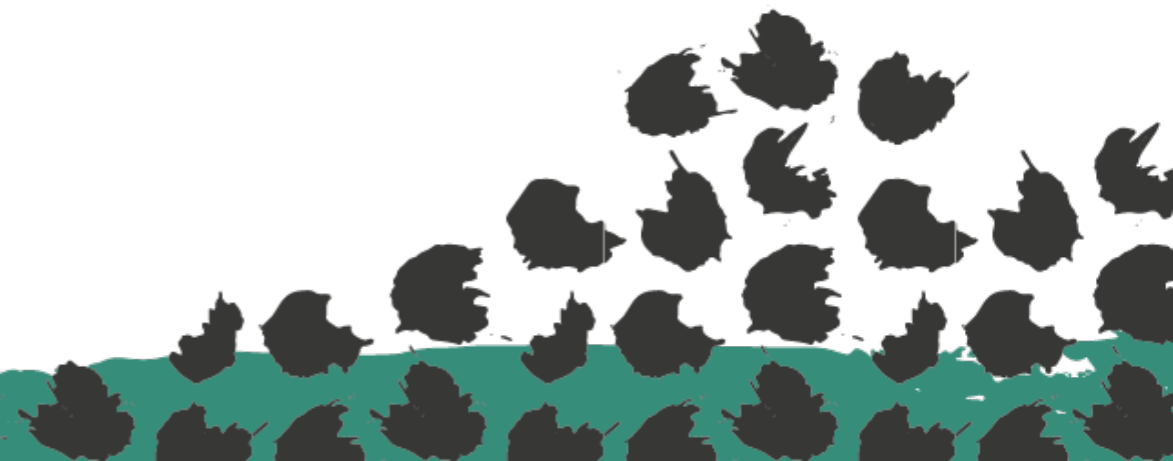


# Psychographics: attitudes & beliefs

What do they value?

What is their style?

What beliefs do they hold?



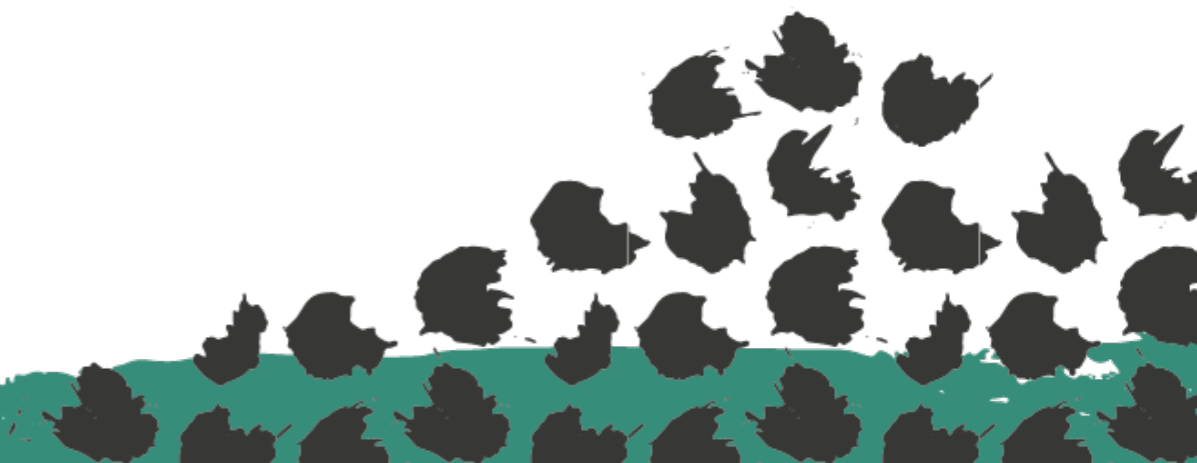
# My client: psychographics

Treat their pet like their baby just in different stages of the lives

Enjoy the finer things in life such as good wine, vacations, luxury items

Don't want to feel judged about their relationship with their pets being their kids

\*Value photography\*





*The key steps to finding  
that perfect client*



STEP 1:  
DEFINE YOUR TARGET MARKET



STEP 2:  
CREATE A PERSONA FOR YOUR CLIENT TO  
UNCOVER THEIR BELIEFS, VALUES, WANTS &  
NEEDS



STEP 3:  
LOOK AT YOUR PAST “BEST” CLIENTS



# Review

The difference between your target market & ideal client

Demographics vs. Psychographics

Steps to finding your ideal client

Do you worksheets!

