
CREATING YOUR IDEAL CLIENT PERSONA

Now that we have taken the time to look at the demographics, psychographics, and our past “best” clients, we can start to uncover this perfect, ideal client. What we want to do is create a persona, or make up a fake person that is everything we believe our ideal client embodies. Since we have already done the heavy lifting and have a pretty good idea of what similarities and characteristics our clients hold, we can start to create this person.

This is really important because the more detailed we are in this exercise, the more targeted our message and marketing will be because we will know exactly where to find this person and how to speak to them. Whenever we write content for our website, blog, or social media, we will be able to craft a very deliberate message that is targeted for this perfect client of ours. The way to do this is to create this ideal client persona and then every time you write anything geared for your client, you write it directly to this person. So, let’s create our ideal client persona!

Name:

Where do they live?

Male or Female?

Do they work outside the home?

Income Level:

Occupation:

Marital Status:

Kids/Pets?

Favorite activities?

Where do they shop?

What does their partner do for a living?

How would you describe their personal style?

What do they value?

What do they do for fun?

Do they have any causes they support?



Do they have any similar interests that you have? If so, what are they? What other similarities do you see between yourself and your ideal client?

Write down a day in the life of your client - what do they do on a daily basis and how does your photography fit into their life? What do they need from you? Be specific even if you're not sure. There is no right or wrong answer here.