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## LOOKING AT PAST, BEST CLIENTS TO FIND THE IDEAL CLIENT

Finding your Ideal Client can be a beast in itself if you're not sure where to start. When trying to define your ideal client, we have to push past the basics of demographics and really dive into what makes them tick: their beliefs, values, likes/dislikes, and so on. In the previous worksheet of finding our ideal client, we started to do this. But, it's easy to get stuck.

If you're stuck, the place to start is looking back at your best clients. A lot of photographers immediately think that "best" clients means the ones that spent the most money with you, but that isn't what we're looking for. Your "best" clients are the ones you absolutely loved working with, and the ones that loved working with you. Hopefully they spent some money with you, but the power of a referral from a satisfied client is priceless for getting your message out and promoting your business.

Let's break down how to look at your past, "best" clients so we can start outlining your ideal client.

Pick several of your best clients (Let's start with 3), and do this exercise for each. When doing this worksheets look for similarities. Another thing to consider is do you see similarities to your own personality/likes/dislikes? Start pulling together all the similar characteristics to personify your Ideal Client. If you can find these unique characteristics that unlock why you and your ideal clients mesh, you will be able to start targeting them more effectively in every area of your business.

Client Name:

M/F:

Married/Single/Divorced:

Occupation:

Kids/Pets:

Type of Session:

Common Interests:

Hobbies:

What Values/Beliefs do they hold?

Describe their Style:

What did you talk about when you were together?



Did they remind you of yourself (similar likes/dislikes, beliefs?)

What was similar?

Would you want to hang out with them outside of work & why?

Why did you connect with this client?



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