

# Find Your Perfect Customers

A workbook by Emma McCreary · [www.TaoOfProsperity.com](http://www.TaoOfProsperity.com)

This workbook will guide you through a process to identify who you *love* working with.

These are the people who make you perk up when you see their name on the Caller ID. These are the people you truly enjoy helping and make you smile inside. These are the clients who energize you, make you happy, and remind you of why you are doing what you do.

## **But...I just need more clients! Do I turn away people who aren't "perfect"?**

Focusing on your perfect client doesn't mean you turn away the non-perfect client, especially if you need the money (although as your business grows, I recommend becoming more selective). What it means is that you focus your marketing efforts squarely on your target – the folks you love, the people you resonate with, the services you truly want to provide the world. This will actually help your business grow, because your marketing will be targeted to a specific audience.

Imagine working with people who you love all day long. Imagine having these kinds of customers show up for you consistently, knowing who you are and wanting you to work for them because they know you are the perfect fit for them. This is the power of identifying and targeting your perfect customer.

Let's get started.

## **What are your hunches?**

What hunches do you have as to what your best customers have in common? Gender? Age? Biz size? **These should be guesses. We will do the detective work next.** This question may seem strange, but I want to expose how your assumptions may be slightly off (or, your intuition could be right on!).

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# Identify your 10 best customers

Now bring to mind all your customers. Write down the names of those you love or have loved working with, the ones that are a true delight. Or, if you are more task-oriented than relationship-oriented, write down the projects that you enjoyed the most, that you remember fondly or feel proud of:

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## First impressions: What do they have in common?

Looking at the list, what pops out at you first about these customers as a group? Another way to ask this question is **What was good about them? What has them on the list above?**

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**Fill in other characteristics you notice or that are important to you--like attitude or background.**

**The Chart** Now let's find out exactly what your best customers have in common.

List your best customers:	Age	Gender	Industry	Size of business?	Personality/Values? Spiritual? Eco? Fun?	How did they find you?
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Note: You may need to change the column headings to fit more with your kind of business.

By doing this exercise I discovered the web design projects I liked most were e-commerce sites selling high-end specialty products. Targeting this audience became the cornerstone of my marketing. A friend who is a programmer discovered that she likes working with smart, energetic businesspeople who had developed their business and had the delegation skills to outsource key tasks. This became something she could listen for in sales calls.

## Tabulate the data

Collect the commonalities. List anything else that pops out that you didn't have a column for. Sometimes the qualities they have in common are more about attitude than demographics. Do they all have an appreciation for design? Are they all smart and "together"? Are they gentle? Energetic? Enthusiastic? Calm? Or is it a type of project? Do you like small projects, or multi-month endeavors?

**What do these customers or projects have in common?**

**How do they differ? (For instance, are they all different ages, backgrounds?)**

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## How did they find you?

The Chart had a column for "How did they find you?". Examine this and expand on it here. If you wrote "referral" several times, write down who referred each one. Is it the same person? Where did you meet that person? If it's "search engines", what terms did they use? Does how they find you tie in with why they are your best customers?

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## Describe your perfect customers

Now we are going to put it all together. Write a narrative description of everything you've found so far. Describe your perfect customers' qualities, including both what they have in common and on what qualities they vary. (For example: My best customers are all ages but are all on a spiritual quest of some kind; Some of my customers are just starting out, but they all have experience delegating before and understand the value of it.) Describe how they likely found you and why this matters.

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## How will you know them?

Think about your internal reaction when you met these great customers. Write down things you can look for to spot your ideal customer when they are on the phone or you meet someone. For example: I get really excited talking with them on the phone, they seem biz-savvy, they ask me smart questions.

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## What do they value in what you offer?

Get inside the head of this person you have identified. What problems do they have in their business or life that they are really looking for help with? What are they looking for when they call you? And what do they value in what you specifically offer? How do you meet their needs specifically?

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## How do they feel when they find you?

Thinking from the perspective of this perfect client, what do you imagine they will feel when they find you, their perfect vendor? Relief? Excitement? Joy? Happiness? Getting in touch with this is a great way to understand and resonate with the true value of your contribution in the world.

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## Bringing it all together

Before we wrap up, I want you to write down three action steps you can take to better target your perfect customers.

For example:

- I could rewrite my “About” page showing my commonality and connection with these types of customers.
- I could ask three of my perfect customers what business magazines, networking events, etc that they attend and become part of their community.
- I could rewrite my elevator speech to mention that I love these kinds of clients.

**What I can do right now to attract more perfect customers:**

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Congratulations, you’re done!

I would love any feedback you care to share with me on how this workbook helped you, or any suggestions for improvement. I delight in helping people find the people and work that resonate most for them because I believe the more perfect connections are made the happier everyone will be with their work and their life. Feedback is an essential part of the process for me to develop materials like this, so I welcome it! Just click over to this page: <http://www.taoofprosperity.com/contact/>

For more articles and resources about finding your perfect customers and creating a business based on spiritual principles, visit my blog at [www.TaoOfProsperity.com](http://www.TaoOfProsperity.com).