

THE  
BRIDAL  
MASTERCLASS

*finding*  
YOUR  
IDEAL  
CLIENT  
*post-covid*

CLIENTS - every business needs to have paying clients or customers to be an actual business.

And everyone wants *more* clients, right?

Actually, you shouldn't just want MORE clients - you should want more of your ideal client, not more of the wrong clients or inquiries. Those are a waste of your time and energy.

But all that said, sometimes you need to kiss a few frogs before you...well, you understand what I mean.

Sometimes you need to have some less than ideal clients to know who your ideal client really is. And that's ok - especially when you are starting out and you are getting paid to practice and get better for your tons of ideal clients down the road in your business.

Understanding who your ideal client is helps you properly audit your branding, marketing, advertising, customer experience journey, and general operations and protocol as a business. You will most likely revisit and update who your ideal client is - and that is a GOOD thing to do. You don't have to get it right the first time and never change it. You change, your business will change, the world and who you serve will change and so your ideal client needs to change with that.

But before you get to your future, let's think about your present and the rest of this year to determine who your ideal client is right now (pre + post - COVID) so you can do more of what you love with those you love to serve with your product or service.

Thinking of your ideal client, answer the following questions for both pre + post - COVID. Note what has changed + stayed the same.

Who are they? (physical description, gender pronouns, age, etc.)

pre-COVID

post-COVID

What do they do for income? Educational background? Career?

pre-COVID

post-COVID

Where do they live (city, neighborhood, etc.)? Daily life? Commute?

pre-COVID

post-COVID

What are their favorite:

Restaurant(s)? Type of Food? Do they cook? Order takeout? Often?

pre-COVID

post-COVID

Vacation Spot(s)? Family, fun, adventure, what do they do there?

pre-COVID

post-COVID

Books/Magazines/Blogs/Podcasts? Why?

pre-COVID

post-COVID

Hobbies? City/Urban? Rural/Outdoor? Sports? TV/Movies?

pre-COVID

post-COVID

Reality TV Show? Reality TV Show Character? Why?

pre-COVID

post-COVID

Where do they hang out online (a.k.a. waste the most time)?

pre-COVID

post-COVID

Do they spend time on Facebook, Instagram, Pinterest, or TikTok?

pre-COVID

post-COVID

Who do they follow on their social media channel(s)? Why?

pre-COVID

post-COVID

What is their biggest pet peeve?

pre-COVID

post-COVID

What is their biggest frustration in life right now?

pre-COVID

post-COVID

Why does your ideal client WANT your service/product now?

pre-COVID

post-COVID

Why does your ideal client NEED your service/product now?

pre-COVID

post-COVID

Why does your ideal client APPRECIATE your service/product now?

pre-COVID

post-COVID

What do you offer that they can't get anywhere else?

pre-COVID

post-COVID

How do you offer more value at your price point than others?

pre-COVID

post-COVID

How do your ideal clients know you are right for them before they even contact you?

pre-COVID

post-COVID

Now that you have a more clear picture of who your ideal client is, where they hang out now, what you may have in common with them, and how you could strategically position yourself (online or IRL - in real life), revisit your current marketing, social media, networking and advertising plans to see how you can adjust what you are currently doing to incorporate more focus in areas where you will organically be more involved in how they live their life now.

Pivoting can be confusing so if this sounds overwhelming, I am here to help.

DM us on Instagram for quick thoughts or answers or if you are interested in more in-depth coaching, small group coaching membership, 1:1 business coaching, quick social media audits, online classes or in-person education experiences, there are lots of ways you can dive into reworking your business to work harder for you.

Let me know how I can help you reach your business goals. The world changes constantly so your plan for how to reach your goals needs to change as well.

All the best,



Megan Garmers  
Founder and Director



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