

Who is my ideal client and how do I find them?

Finding your ideal customer is one of the most challenging aspects of the online industry.

There are so many ways to seek out people who will see your offer.

- You can buy traffic
- You can create a funnel
- You can hire appointment setters to steer traffic your way

However all of these cost money and the great question is - once these people see your offer, what do they do?

Most likely they will simply scroll on by, they don't want to submit their email or won't want to chat. And there goes your investment. And in the beginning of your entrepreneur days - money may not be something you have a lot of.

On social media you've got about 3 seconds to make an impression before you are swiped away.

So the question isn't really only how do I find my ideal client but how do I get them to stop and consume my message?

First of all, consider what you have to bring to the table. Where are you in your journey? You will not be able to *successfully* help others do something *that you have not yet mastered for yourself*.

So I would encourage you to not oversell. Don't make claims that you have not yet done without being clear about it. If you are new and have a team for example, it's perfectly fine to share the *team's success* as a way to leverage for solid achievement - but be transparent. It's ok to not know everything. Everyone is new at everything at one point so there is no shame in being new.

Just learning this will put you ahead of someone who is looking for information.

Start simple.

Share your story. Who are you? Where did you start this journey? What motivated you? What painful situations have you been able to escape or ease and how did you go about it? And how did you feel after?

Your ideal customer is most likely someone very much like you. There are over 8 billion people on this planet and there will be a lot of people out there who will absolutely resonate with your life experiences, understand your motivation and are interested in what steps *they can take* to help *them solve their problem*.

How to move away from the source of pain towards a source of pleasure.

They are interested in *how you can help them do this*.

Being able to relate to your customer will be key when you begin to build a relationship. If you are trying to help everyone, your message will get lost in the cacophony of the online world. Your leads will migrate towards others with whom they feel a connection so do yourself a HUGE favor and get really specific about who you are wanting to help.

Stay at home moms? People who want to escape the 9-5? People who want to retire early? People who are retired and want to supplement their income? Maybe a specific group of people such as nurses or military? Whoever you choose - they should:

- 1 - Have access to the internet consistently
- 2 - Have skills to utilize a smart phone/tablet/computer with relative ease
- 3 - Most likely not reside in a third world country as they may not have the funds to invest in their future (i.e. coaching, products)
- 4 - Understand that in a *business* there will be a cost associated with success

Whether you are moving towards a career in affiliate marketing or digital marketing or a mixture of both, I would encourage you to learn skills that will help

you long term - not just setting up a DFY(done for you) website and believe that you've arrived at success.

You can absolutely make money with DFY but seasons change and what might be trending for a few years can fade from popularity. If you don't know how to identify, obtain and serve your customers in every market they will move on to someone who can.

Learning how to brand *yourself* rather than focusing solely on what you can offer to your customers will allow you to *think ahead to other offers that you will eventually have* and you will *bring a solid group of your followers along with you*.

This will afford you sustainability and authority in the online world.

Your first steps should be -

- 1 - Optimize your Facebook
- 2 - Post every single day - show up for yourself!
- 3 - Include a photo of yourself or something relevant if possible
- 4 - Use a mixture of long posts, colorful "post card" posts, reels and stories
- 5 - Tell your story. Pin to the top of your feed your why, how, motivation, success
- 6 - Begin to share what you do and how you can help people
- 7 - Always add a CTA (call to action) meaning encouraging anyone who has eyes on your post to comment or DM (direct message) you.
- 8 - BE CONSISTENT

This will take some time to build.

I know many people who started with 0 followers (myself included) and I can promise if you keep at it, stay consistent and speak to your tribe of your journey, you will begin to grow a following of people who resonate with what you are saying. And that is how you will begin.