

## Website Scoping Doc TWO

Understanding your ideal client to refine Marketing Message

For

**Please watch this short video - <https://youtu.be/HvzyxReluX0>**



### **NOTE:**

1/ This is a General Scoping Doc for all types of businesses both established and new businesses.

Please Do NOT delete any headings or fields that don't apply to you ☺

2/ Please add all details to this sheet and not in separate emails.

*If ANY details are changed after original submission please update with Google Doc (don't download and upload again). It is simpler, faster and more efficient.*

*Please make the changes in **Different Colours** every time you edit. So it is obvious what's been add or updated. Google Doc does auto save as you go. When you close the document, it saves the latest version.*

**Please use text (for images and copy) that is Normal Upper and lower case **NOT ALL UPPERCASE** and good grammar so we can copy and paste it.**

### **NOTE:**

*When you have added/edited this document please drop us an email saying updates have been done to Scoping Doc TWO.*

*Otherwise we'll be sitting waiting for you and via a versa ☺*

If you have not yet created a Google Drive shared folder, please do so:  
And shared with Find Net Solutions – [info@findnetsolutions.com](mailto:info@findnetsolutions.com)

*Please save all relevant docs and image files in this Shared Google Drive Folder. Here is a help video to set up and share a Google Drive Folder, if it's not already set up - <https://youtu.be/sN7POAKgGq4?rel=0>*

## Let's Get Started....

**People... Your Customers are Emotional Beings....**

*“Emotional Intelligence is more important to the success of your business than your IQ, experience or knowledge of your services and products”*

**We need to understand your Business to develop a useful website for you.**

*If you get stuck book a call so we can help you -*  
<https://findnetsolutions.com/calendar>

**What are your Services or Main Products:**

please also give us a few sentences about each Service  
Note: Some business may only have one service

Here's an example:

*Painting - We are House painters who specialise in painting the internals of new houses and houses that have been renovated. We service the area from South Brisbane to Tweed Heads.*

a/

b/

c/

d/

## **Understanding Your Ideal Customer is CRITICAL**

So, we ALL have a better understanding of your ideal customers Problems, Desires and Values.

Can you please spend time standing in your Ideal Customers shoes and think hard about the following?

.....**Then come back to this sheet** and spend more time and give me a few answers to each of the following.

Note: Some businesses with several Services or Products will have 'Ideal Clients' of each Service.

**Please don't be general....** and separate each Ideal Client relating to what Service they come to you for.

***Understanding your Ideal Client is the most important part of your business.***

### **Who is Your Ideal Client?**

*If you have more than one Ideal Client please list them separately and then answer the following questions for each.*

#### **- Tell us about your Ideal Client**

*My ideal client is..... Profession/Sex/Age/Interests/Work Location/Residential Location/Social Standing/Interests... etc*

*(Please place content here)*

#### **- What are His/Hers biggest objections?**

1.

2.

3.

**- What are His/Hers biggest problems or challenges?**

4.

5.

6.

**- What are His/Hers greatest fears?**

7.

8.

9.

**- What are His/Hers greatest dreams?**

10.

11.

12.

**Your Key Benefits to Customers**

What are the 3 key benefits that your clients can get from you?

*These benefits should address the top 3 problems/challenges/questions of your target customers.*

*(Please place content here)*

**- What's Your USP - Unique Selling Proposition?**

*(Please place content here)*

## **Explain How Your Business Solves Your Ideal Customers' Problems**

It's essential that you leverage your USP and make it the cornerstone of your overall marketing strategy.

*(Please place content here)*

## **Questions Ideal Clients Ask**

Please list a series of questions that your Ideal Clients would ask about.

*We use these answers in Heading / Subheadings etc. So your clients feel that you understand them and they feel you can help them.*

*NOTE: We will have another section for FAQs that are more detailed answers.*

## **The Business**

eg Is it close to Public Transport?

*(Please place content here)*

## **The Team Members of the Business**

eg How experienced are they?

*(Please place content here)*

## **Your Products**

eg Are they Australian made?

*(Please place content here)*

## **Your Services**

eg How long do we have to wait?

*(Please place content here)*