

Ideal Client Profile

Write an ideal client profile for your coaching practice. Be specific about the types and kinds of clients you want as well as characteristics of those clients. Think about your current clients and what you most enjoy about each one (which ones give you energy) — those are the characteristics to list!



Here are some categories to help you identify your ideal clients (with thanks to Coach Mary Wright, whose form I have adapted):

WHO MY CLIENTS ARE

(Their profession and demographic details such as age, gender, etc.)

- ▶ Creatives
- ▶ Professionals and coaches
- ▶ Tenure-Track faculty
- ▶ Entrepreneurs
- ▶ High-functioning ADD adults
- ▶ Primarily women
- ▶ 30 to 75

MY CLIENTS' VALUES AND CHARACTERISTICS

(For example, they value honesty and fun; they are teachable and playful.)

- ▶ Collaborative
- ▶ Good work ethic
- ▶ Value honesty and friendship
- ▶ Love variety and ideas
- ▶ Reader
- ▶ Playful and fun-loving
- ▶ Spiritual
- ▶ Enthusiastic

WHAT MY CLIENTS DO

(For example, moving up their career ladder, creating a business, working toward specific goals.)

- ▶ Identifying their strengths/talents and how they want to use them
- ▶ Learning how to live in their strengths
- ▶ Taking action consistently and quickly
- ▶ Building a career they love
- ▶ Identifying goals/dreams and making them a reality
- ▶ Developing themselves personally and professionally

HOW MY CLIENTS RESPOND TO ME

(For example, take my suggestions and run with them, responsible for their own decisions.)

- ▶ Appreciate what I have to offer
- ▶ Aren't dependent on me
- ▶ Are honest with themselves and me
- ▶ Use my ideas/suggestions as launching points
- ▶ Take responsibility for their own growth, decisions, and pace

HOW MY CLIENTS TREAT ME

(For example, pay on time, come to coaching sessions on time, give great feedback.)

- ▶ Regularly articulate the value they get from coaching
- ▶ Enthusiastically acknowledge my role in their success
- ▶ Send me quality referrals
- ▶ Come to coaching sessions on time
- ▶ Pay on time and even give me raises and gifts
- ▶ Send their session agenda/recaps on time
- ▶ Give great feedback on how to best coach them

WHAT IT'S LIKE WORKING WITH MY CLIENTS

(For example, stimulating, inspiring.)

- ▶ Stimulating
- ▶ Fun
- ▶ Inspiring
- ▶ Sharing
- ▶ Gratifying
- ▶ Synergistic

Once you have a clear sense of your ideal clients, the Universe can more effectively send them your way, and you can articulate to the World just who the clients are that you are seeking. But remember, this list will be fluid and changing as you enjoy your first clients and see which of their qualities you find most appealing to work with.

Have fun with this. It's never too early or too late to write down your ideal client profile.

I believe there is a second step to the process of developing an Ideal Client Profile. First, you identify who gives you energy, and their characteristics. Second, you need to step into the shoes of your Ideal Client and get what qualities they would be looking for and/or needing in a coach. Make a list of those qualities, then look to your list of strengths and qualities, and identify the matches. Those are the qualities you need to be promoting/displaying in order to attract YOUR clients. If you see some missing elements, then you know where you need to add personal training to be most attractive. Most of all, though, I believe this second step helps us to be clear on the value we can bring to coaching and on what about ourselves we need to be highlighting.

QUALITIES AND STRENGTHS LIST

QUALITIES MY IDEAL CLIENTS ARE LOOKING FOR IN A COACH	MY PERSONAL QUALITIES AND STRENGTHS I BRING TO COACHING
Empathy and experience around the creative experience	Writer, educator, creative person; love brainstorming, creating, sharing
Understanding and perspective on the academic tenure-track process	Personal experience and with my partner; can describe their situation and appreciate the pressures and where they need support
Playfulness	Enthusiasm, playfulness, humor, fun-loving
Understanding of ADD traits and experience in minimizing weak areas	An ADDer, myself; have personal systems and empathy for myself when I am inconsistent; ADD coach training and extensive experience; speaking and writing on ADD
Spiritual	On my own path and comfortable with that; able to discuss and be open in spiritual discussions

TOP 10 REASONS TO HIRE YOU

Now you are ready to list the many strong reasons why someone should hire YOU as their coach. You need to know these and be able to list several off the top of your head at any time.

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

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