

Stop Working With Jerks!

**Quit Wasting Valuable Time
with Clients Who Drive
You Nuts...**

**It's Time to Attract
Higher Quality Clients Now!**



PLAN • PERFORM • PROFIT

Testimonials

“You made me feel like anything is possible - just what I needed!”

Kim Nicholas, Owner Freemont Place Book Company, Seattle WA

“You made me feel better about where I am in my marketing and gave me ideas of what I want to pursue, and in what order.”

Susan C. S. Cristini, New Hampshire, Life Coach

“There is no doubt in my mind that Maria is a natural at minding others' business on business. Her honest, matter-of-fact approach is authentic!”

Kimá Smith, Florida, Coach

“...you are an inspiration model for us all. Thanks for sharing your 'true gifts' with the world!”

Joan Polasky, Coach

“I took Maria's marketing class and it really moved me into action. She gave us numerous resources, tools, and information beneficial to anyone starting a business. Perhaps the greatest gift, however, was giving us the wisdom that we will be the most successful if we choose the methods that fit who we are.”

Shelley Dodd, Coach

“I have taken several teleclasses and have had some experience with a general coach and a recruiter coach. I really enjoyed your class and felt that you gave us solid tips rather than just philosophy!”

Maureen Boehm, Technology Recruiting Corporation

“... EXCELLENT class! You are truly inspiring, focused, and driven! Wow! I've alerted my fellow coaching buddies to enroll in your next class. Thanks again for your support and for sharing your tremendous gift of knowledge with us all!”

Diana Bertoldo, Certified Fearless Living Coach

“I got so inspired I started writing right after the class ended.”

France Robinson, www.WestWindCollection.com

“...excellent job on the call - your interactive style was relaxed and informative. It's obvious that you know your material extremely well and that you are generous with your information. Your strength shines through from many directions!”

Lorraine Arams, Director, www.SuccessTracs.com

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ISBN: X

Library of Congress: X

Editions: 2002, 2004, 2005, 2006, 2010, 2011

Published by:

Elevating Your Business Publishing
19906 Hamilton CT NE Suite A
Poulsbo, WA 98370
(360) 271-8418
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To order this and other Elevating Your Business products, please visit

www.ElevatingYourBusiness.com or call us for our bulk order discount rate.

Maria Marsala, an irrepressible entrepreneur, sold AVON at age 14 and landed on Wall Street three years later. Fiercely determined and keenly insightful, Maria became a bond trader when female executives were as rare as pink diamonds. In 1998, brimming with over 25 years of business expertise, Maria created *Elevating Your Business*, a business advisory and execution company dedicated to helping business owners maximize their companies' value, performance, and profits. Is your existing business structure draining your time, energy, and profitability? Contact Maria today and take the first step toward an elevated bottom line, turbo-charged productivity, and a sparkling quality of life!

Learn more at <http://www.CoachMaria.com>

This book is dedicated to:

My Grandpa Ryffel and Aunt Anita Polizzanno: whose love and encouragement took me through many rough times, and whose unconditional love I so appreciate. You are always remembered in my heart.

...and the thousand-or-so clients and students who asked the greatest questions and just LOVED my answers!

***A special thank you** to the many authors who provided me with permission to refer readers to their online articles.*

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Letter from Maria



If you are like many small service business owners, then you are stuck in the busy-ness of your business. You're busier than you want to be, and the profits are not keeping pace with your activity. Here's the good news: there *is* a better way! Time and again I have seen profits explode and the owner's hours reduced when they focus their time on planning. One planning tool that you'll need for both a business plan and marketing plan is called the Ideal Client Profile (ICP). With your ICP in hand you will find yourself with more time, spending less money on marketing, and still growing your bottom line at a faster pace.

The book comes from a place of learning – mine! Early in my business I made three mistakes that could have cost me everything. First, I tried to leave Corporate America behind and throw away 20 years of experience on Wall Street. I started Life Coaching and failed to recognize the value my experience had for myself as well as my potential clients.

My other two mistakes were 2) NOT creating a business plan and 3) NOT creating a niche, which would have helped me to find my ideal client much earlier. The result? Well, I ended up broke, using the money from the sale of my home to live, and all this because I had not first created a "business foundation." Of course, since then I've made some hefty changes!

One of those changes was getting over my "fear" that a niche creates too narrow of a base to find clients. When I learned how to specialize in an area where my skills and experience are of the most value, I discovered the secret of my own success. This book is about teaching you to find your own "secret

weapon” for success: Your Ideal Client Profile - ICP!

I was so nervous the first time I introduced myself in a networking meeting as a "Business Consultant and Coach" who helped "women who own service businesses make more money in less time." I left the word "life" off in front of "coach," and the word "career" out of my description of who I helped.

What happened? After the meeting, a woman approached me and asked if I could coach her husband, who was in transition between CAREERS! Boy, did that teach me a valuable lesson. If you are clear and confident, people will provide you with wonderful business opportunities. However, if you aren't able to clearly describe who you can help, no one will be able to understand the value of what you provide.

So, take the time to create an Ideal Client Profile and determine how you can best reach these people. Your business will grow and you will find greater satisfaction in all that you do.

A handwritten signature in blue ink that reads "Maria".

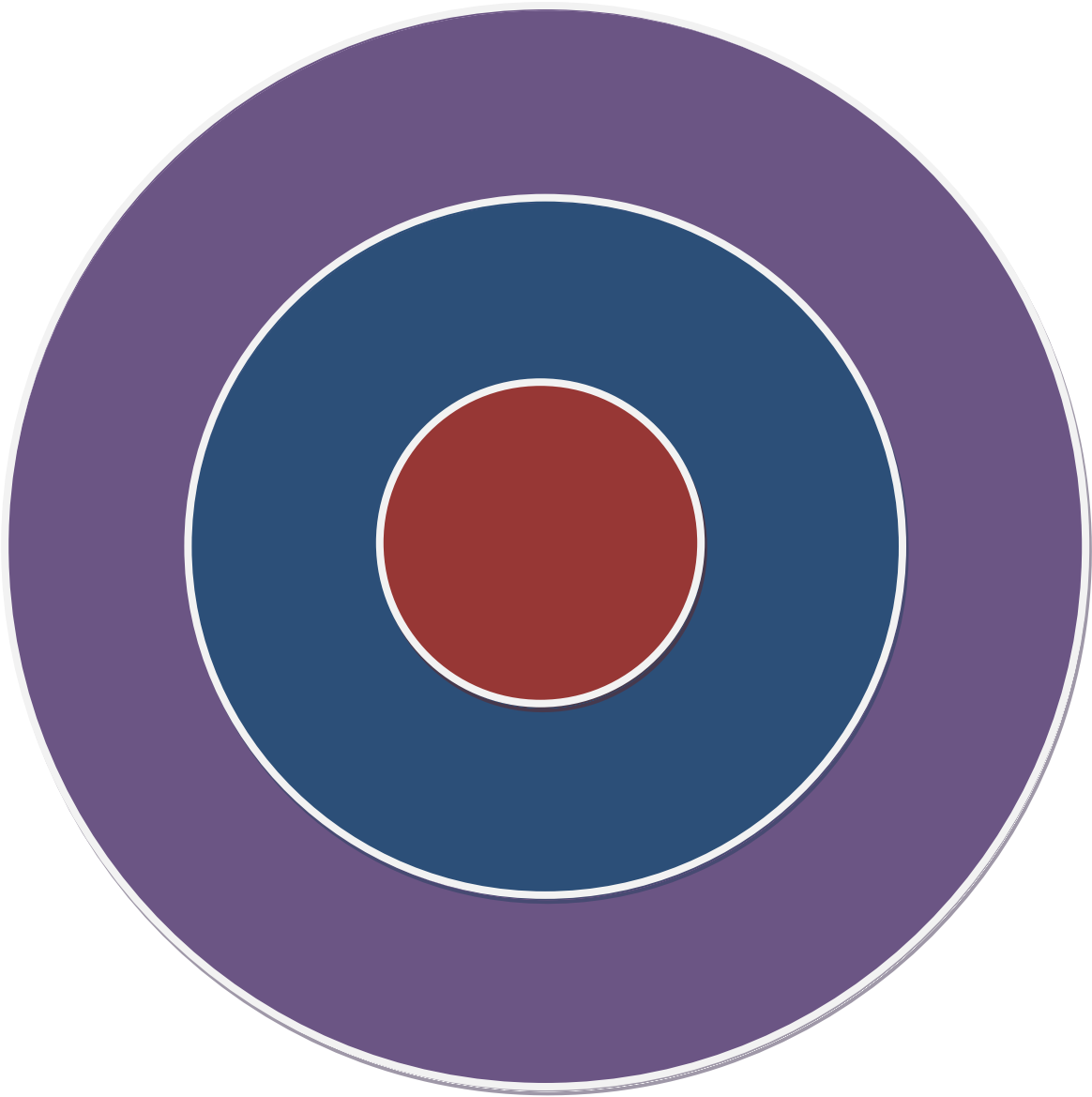
How to Use this Book

This book is intended to be an interactive tool for action-oriented entrepreneurs. Use it to create or to recreate a comprehensive ideal client profile for your company that will help you determine the best ways to market or network.

Helpful resources are included throughout the eWorkbook. There are worksheets and forms to keep track of your research and the components that create your Ideal Client Profile. They will direct you to other sources of guidance so you can have as much information as you need to make wise business choices. You'll find different points of view in these resources—some may be pertinent to you, others not. Take what you like and leave the rest.

There are six steps to creating an Ideal Client Profile. If you are a start-up, looking for a new niche, or have never formally created an ICP, please don't skip any of them. I can guarantee that if you do, you'll end up doing double the work and wasting a lot of time marketing to “the wrong” people or companies.

1. Identify Your Client from Hell
2. Visualize Your Ideal Client
3. Listen to Your Ideal Client
4. Describe Your Ideal Client
5. Interview Your Ideal Clients
6. Create Your Ideal Client Statement



**Choosing an ideal client is choosing
the “who” in your marketing plan.**

Know Your Target!

Identifying your ideal client is about taking the time to aim your marketing to take advantage of your skills and interests along with opportunities in the marketplace. If you fail to aim before launching your business or marketing plan, you will miss your objectives no matter how talented you are. Worse, you will also waste money, time, and effort.

Even though there are more than enough clients out there for all of us, far too many service business owners are struggling to find enough clients to keep their businesses profitable. This is often due to one simple problem: the business does not have an “Ideal Client Profile.” You simply can’t reach profit goals without a target market and a plan for reaching that market.

This is a straightforward principle that helps small businesses use corporate secrets for success. Imagine being the CEO of a large corporation. You realize that your marketing department is spending a lot of time and money without increasing sales. How long would you tolerate it if they marketed to people who couldn’t, or wouldn’t purchase the company’s product or service? What about networking? How long would you allow lunches, dinners, or meetings at the company’s expense when the odds of generating new business are zero? It wouldn’t be long before you were forced to fire them.

Now, picture yourself as the CEO of your own small service business.

Why are you tolerating your own scatter-shot marketing? Why are you letting yourself get away with tactics that you would not tolerate if it were corporate money spent instead of your own on the line? How can you expect sales to increase without knowing who your best client is? By marketing to and networking with only your ideal clients, you’ll spend your time and energy

directly on the individuals who are most likely to purchase your products or services. This deceptively simple concept is the heart of business success—and the root of small business failure!

Target Your Market

Choosing an ideal client is choosing the “who” in your marketing plan. Your niche is what you do; your ideal client is who you do it for. If you see your ideal client as the center of a bulls-eye or target, you can understand why knowing your “who” can make a world of difference in planning effective marketing. Your ideal client is the center of a target—the bulls-eye—with other possible clients in each outer ring. When you market to reach your ideal client, you’ll automatically attract the people in the outer rings of the target as well.



You must learn how to tailor your marketing to the people in the bulls-eye. That’s what this book is all about. Let’s begin by examining what the whole target looks like.

- ◆ The bulls-eye is 80% of your total client base. It contains your ideal client.
- ◆ The next circle may contain your NEXT ideal client - about 10%. It is possible that over time this ring might move into your bulls-eye and become ideal clients.
- ◆ Finally, the last circle is 10% of your business and may contain donations, non-profits, or individuals you barter with or create a special pricing structure with.

Don’t waste effort aiming for the wrong people or shooting blind!

Focus Brings Profits

If you are not getting the results you want, it is time to better target your efforts. When you know everything about who is likely to buy from you, then you can focus your time/effort on reaching them and showing them what you can do to solve their problems. You need to identify **who** you will target as your market (your ICP) and **what you do** that sets you apart from everyone else (your niche). Understanding and developing your ICP and niche are basic parts of business success and something you might have taken for granted when you worked for someone else.

Developing a market share or niche (also known as niching) can open doors to new markets and quickly showcase you as an expert. Niching allows you to let people know early on how you are different from all the others offering your service. The idea is to let potential clients (or their friends) hear your unique offerings, and then let them decide if your company is right for them.

If what you've been doing—being a generalist—has not worked, why not give niching a six-month, all-you-can-do try?

Focusing on an ideal client and a niche helps you to saturate your market quickly. Conventional wisdom says that a potential client needs to hear your marketing message seven times before they make a decision to buy. If you are targeting thousands of people in your area, you may only have the money and time to reach each of them once or twice. On the other hand, what if you focus those efforts on a few hundred ideal clients, making them aware of how you can help them by filling a niche in the services available to them? You will be much more likely to reach each of them in several different ways, quickly helping them to overcome their buying resistance and understand exactly how you can change their lives for the better.

Personally, when I tried this process I learned that creating an ICP makes MY life—and YOUR life—easier. Understanding your ideal client is necessary for marketing, for the sake of clarity, and for your health, sanity, and well being. Without a target market, you will be all over the place "chasing" marketing—spending dollar after dollar after dollar. Or you'll be "taking" marketing – anything that comes your way.

You can change your ICP as your interests change to keep up with a changing marketplace or because your concept of an ICP has changed. Monitor your marketing efforts and your ICP. If your ICP makes 60K and you find that your best clients are now making 100K, then change your ICP and put yourself in the places you'll find them!

When you create an ICP and really monitor your business, you'll have time to notice patterns in what your clients are doing. For example, I've noticed recently: 1) About 95% of my clients want to create multiple streams of business income from their knowledge and expertise—ebooks, CDs, audios, etc.; 2) The solopreneurs who hire me are ready to hire a few consultants or employees. I can use this information to help me market. I can create programs that will attract my ICP.

No matter what you are selling, people want solutions from you. Sandy Vilas, Owner of Coach U, said it best:

*I have noticed that clients only want two things: more of something (money, time, space, energy, love, community, opportunity, etc.) or less of something (problems, stress, tolerations, concerns, challenges, etc.).
...When I do not give advice (especially in areas in which I have expertise) I'll lose the client.
– Sandy Vilas*

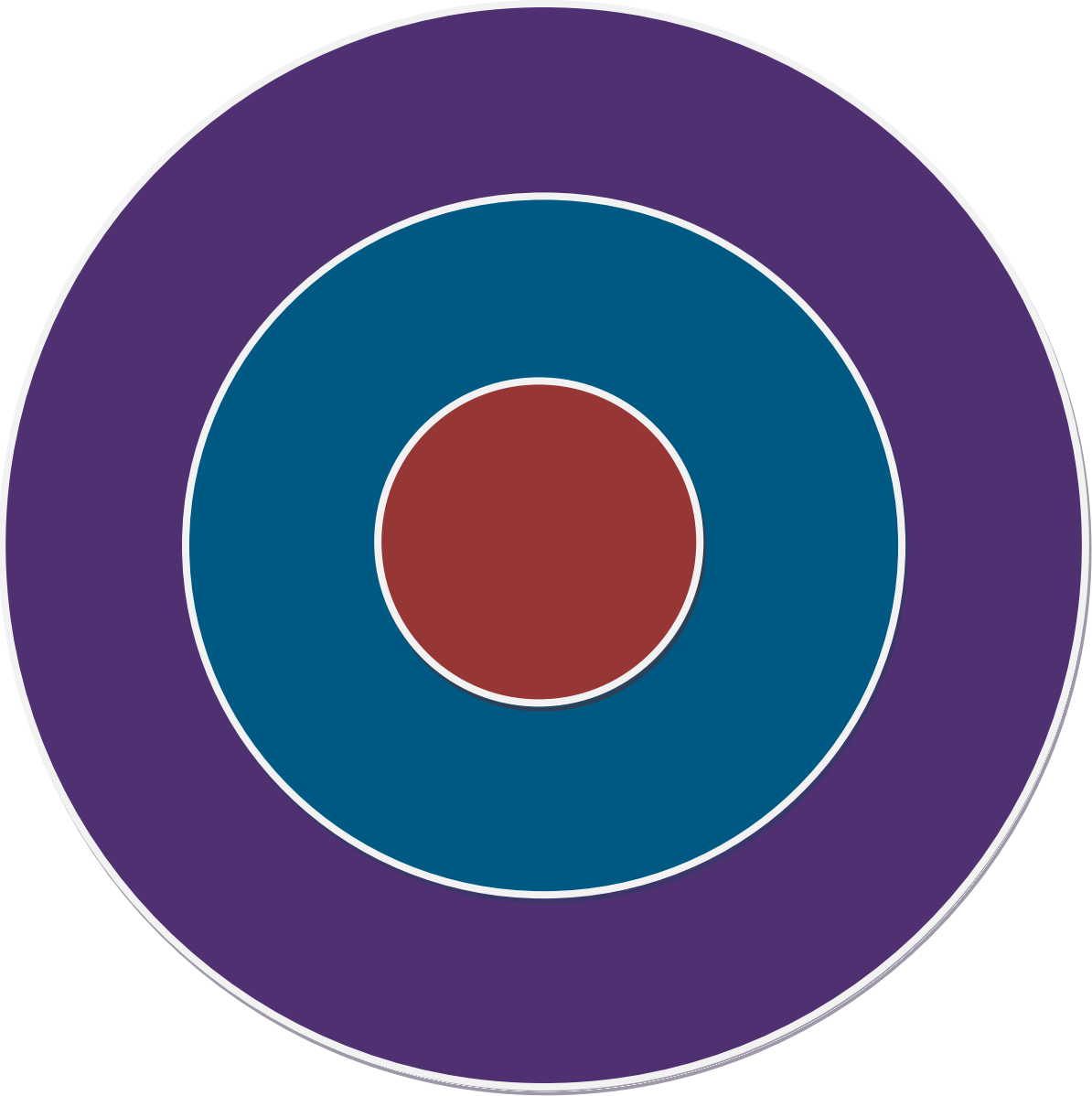
True Story: JRC came to me recently. After starting training as a life coach, things were not proceeding as rapidly as she desired. Next she refocused her attention on a problem that a segment of women, only 5-10%, are affected with, and a problem she has expertise with. She wrote a book that was well received but still her income didn't improve. Her next step? I suggested that her focus was too small, especially since many women don't know that they have this particular syndrome. My suggestion was to market herself as the Infertility Coach, which she planned on doing.

STOP wasting your time and resources on clients who provide you with very little or no profit!

Your Ideal Clients: Learn How To Define, Find & Connect With Them More Easily

Learn more at

<http://www.corporatesecretsmarketing.com/eyb/tele/idealclient.html>



The bottom line is S.I.M.P.L.E.—spend some time upfront planning, and you'll be more productive as you earn more in less time.

Earn More, Enjoy Life, and Impact the World!

Maria advises, coaches, and speaks to CEOs, business owners, and executives seeking to maximize their bottom line and enjoy more free time. Topics include:

- Work/Life Full-Fillment
- Letting Go to Grow
- Strategic Planning
- Exit Planning & Succession
- Ideal Client Profile/Niches
- Performance Management
- Process Improvement
- Leadership Development
- Pricing & Profit Strategies
- Strategic Speaking
- Power Alliances
- Networking/Social Networking
- Ecommerce Strategies
- Tips/Tactics on NYC Travel

About Maria:

An irrepressible entrepreneur, Maria Marsala sold AVON at age 14 and landed on Wall Street three years later. Fiercely determined and keenly insightful, Maria became a bond trader when female executives were as rare as pink diamonds. For 25 years, Maria streamlined Fortune 500 departments with integrity, nurtured non-profits, and discovered her niche—mentoring remarkable women CEOs and executives. In 1998, Maria created Elevating Your Business, a company dedicated to helping women get a life and a future from their businesses by providing accountability, tools, and a (gentle) kick in the a\$\$ when needed. Is your business serving your life and your dreams? Contact Maria today and take the first step toward freedom, fulfillment, and a sparkling quality of life!

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Maria maintains a portal for all things “marketing” for the extraordinary success of business owners globally at <http://www.TheResourceQueen.com>.

She writes a bi-monthly newsletter for business owners called *More Business* at www.CoachMaria.com.

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