

How to find your ideal client!

Who would you like to work with?

If you've just started your business, try to consider the types of people you work well with and the type of issue their pet has/needs of pet. If you are re-evaluating your business, try to look at the clients you already have:



1. Rank your current ones based on the below, a 10 being for example a client who you enjoy working with, and 0 for a client that you are not enjoying working with

My example (let's call them client B)

Pays on time 10/10

The client is enjoyable to work with 8/10

The pet is enjoyable to work with 6/10

The pet fits in well on walks/nature of sessions 5/10

Lives in an ideal/close location 3/10

Is flexible 10/10

The issue is enjoyable to work with 5/10

2. Choosing your ideal client

Step 1: What are the must-haves to be a client

This is stuff that naturally narrows your list. Say must be 18 years or older, must be local.

Step 2: What are the generally looked for – attributes

Perhaps it's an age range, geographic location, or special interest.

Step 3: What makes them ideal

What are the attributes that make them your best clients – perhaps they have a unique problem, at a certain point with their dog.

Step 4: Behaviours and identity

Do they exhibit certain personality traits? Belong to certain groups? I recommend starting with a smaller market. Finding a group of clients who think what you have to offer is special and can scale from there.

Also think about who is NOT your ideal client? Perhaps one which doesn't pay bills on time. The one who dictates your times of work. Also, it may not be a personality or a type of person, but their EXPERIENCE. As I've worked longer in this industry, I try to focus more on the client's experiences.

3. Attracting your ideal client

Make it about your client not about you!

I come across so many amazing websites however the wording is often more about you than your client.

"I have 10 years of experience"

"I love dogs"

"I provide x service"

Instead...

"Have you stopped inviting visitors around"

"Are your walks no longer enjoyable"

"Would you like to put the fun back into walks"

I changed the I to a YOU and can effectively get my message across. I talk of the pain points and offer a SOLUTION.

So, I want you to count how many times you use the word I Me or US or WE. Try and sculpt your wording to think more about your client:

"I have 19 years' experience with dogs" to "With 19 years of experience YOU can Be confident YOUR dog is in safe hands"

Whilst it's important to have an about you section and your qualifications and experience. But think how you can make it more about THEM rather than YOU. The client has a problem and wants a solution. You want to know, as well as you can, what they're thinking, feeling, seeing, and doing. To have the empathy to walk the client's journey in their shoes, you must first see things from their perspective. Then you'll be able to create the content that coaches and supports them along the journey.

Think about...what does a typical day look like in their world? How do they think about - their fears and hopes? How do they feel about the problem your product solves? What do they hope to gain from using your services?

4. Discover your ideal client

Tip 1 start small

You want to create a fan base - those who will see you as the expert in your specialist field. It's best to start with a narrow group. One who has a specific problem.

Once you've explored your niche - you can expand your reach after, but for now be the BIG player in your small market. If you are already offering a variety of services, have a think about the type of client for each of these, you may wish to gradually reduce your offering if looking to specialise.

When it comes to specialist services consider...

Maybe you offer training walks? Reactive Rover classes? Maybe you are the go-to puppy expert? When people think of your business what do they see?

Tip 2 offer something special

So, you've got your 'niche' but what's so special about you?
Why would that client pick you above others, do you offer a solution for their problem?

My solution is simple: dog guardians: more enjoyable walks, less stressed dogs, with a behaviourist who has a quirky, unique and most of all non-judgemental approach.

Tip 3 offer free value

You need to discover who wants your product by interacting with them.

Be social. Be human. Be liked!

These are essentially mini meetings, trials, or getting in front of a large audience and offer free value.

Build up a relationship - don't just sell!

The main thing is that you start talking to pet owners about what they need, what they think, what works, what doesn't, what they don't have now.

This is how you expand your business, your features and your expertise based on serving a narrowly defined target.

Tip 4 sketch your ideal client

Give them a name. A personality. An age. By sketching your client, you can really discover them!

Tip 5 where does your ideal client hang out?

Consider how you can reach your client, which groups do they hang around in, who you can partner with and what resources you either have or need to have to make an impact. Most of all be prepared to engage, communicate, and listen to your ideal client.