

DRIVE

BE YOU NOW



DRIVE

THRIVE

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PERSONAL BRAND COACH + CONTENT CREATOR

THRIVE

LET'S
GO!



WHAT DO YOU ENJOY DOING
AND WHO DO YOU WANT TO
SERVE?



@URSULAKPHOTO

IDEAL CLIENT

For each product, service, or offering you need to create an
Ideal client avatar/description or "Brand Hero".

That's right, one for each one.



How many do you have?



When you get clear that there is no one size fits all
approach, you can get clear on your messaging to SELL
and SERVE.

Knowing who your ideal client on a much deeper level
ensures that you create CONTENT to CONNECT, and when
you know who they are, you know that the stories you
share will help to develop that TRUST factor = you
are their go-to expert.

..

You may have a general idea of who your ideal client is
but getting to know them in REAL DEEP DETAIL will help
you understand them on a much more authentic
authoritative, and connected level.

IDEAL CLIENT

TRUTH BOMB

EVERYONE COULD BE YOUR CLIENT

HOWEVER,

NOT EVERYONE CAN BE YOUR IDEAL CLIENT

As much as you might want to be saying YES! to working with all and sundry it will make it harder to create content that connects and more challenging to do the work that creates profit and joy!

Getting clear on who your ideal client is, will help you define everything from here on in.

DO NOTE:

It doesn't mean you will only work with people who fit the avatar/description perfectly, but will help you in your targeting to find them. Over time, that's when the real profit and joy come about.

IDEAL CLIENT

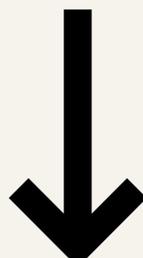
When writing your:
sales page / social media posts / doing livestreams,
only speak to one person: YOUR IDEAL CLIENT

Using 'story' will allow you to connect deeply with people.
Elements of YOUR transformation story are what your ideal
client will be attracted to.

What parts of your journey, the good stuff, and the
not-so-good stuff will help them know more about you and
help them to quickly get a sense of who you are and build
the KNL factor; which helps them choose whether or not to
work with you?

You need to create a name, images, and at least 25
sentences about them.

See mine she's called Sarah, which I've shared with you.



IDEAL CLIENT

- What do they look like?
- Choose a picture from Pinterest, that you can use to represent them.
- What do they enjoy?
- What do they want their life to look like?
- What's their problem that you can solve?
- What are they struggling with?
- Go into as much detail as you can: their hobbies, tastes, leisure pursuits, where they are in their life...
- Really flesh this person out give them a name, get to know them.
- The more you know about this person, the easier you'll find them, connect with them and communicate directly to them.
- Bring them to life!

IDEAL CLIENT

*Place a
photo of
them here*

IDEAL CLIENT

Who is your ideal client? What do they need/desire?

How does your work benefit them?

IDEAL CLIENT

What do they want their life to look like?

What do they truly want/need is?



What core problems are you solving for them?



IDEAL CLIENT

What are they willing to do to find a solution?

Why should/would they work with you, instead of someone else?

IDEAL CLIENT

What will their life be like if they don't work with you?



Why is working with you attractive to them?



IDEAL CLIENT

What kind of content do they consume? Eg: TV, radio, books, magazines, local press, online news content, social media, podcasts ~ please list which ones.



Where would you find them online? Which Social media platforms will they use? Eg: Facebook groups, networking online, clubhouse?



IDEAL CLIENT

WHEN IT COMES DOWN TO IT,
YOUR IDEAL CLIENT IS GOING TO WANT + NEED
+ LOVE YOUR SIGNATURE PACKAGE
WHICH YOU CREATED IN THE "HOW" LESSON.

THIS IS IDEALLY WHAT YOU WANT TO BE DELIVERING
OVER & OVER.

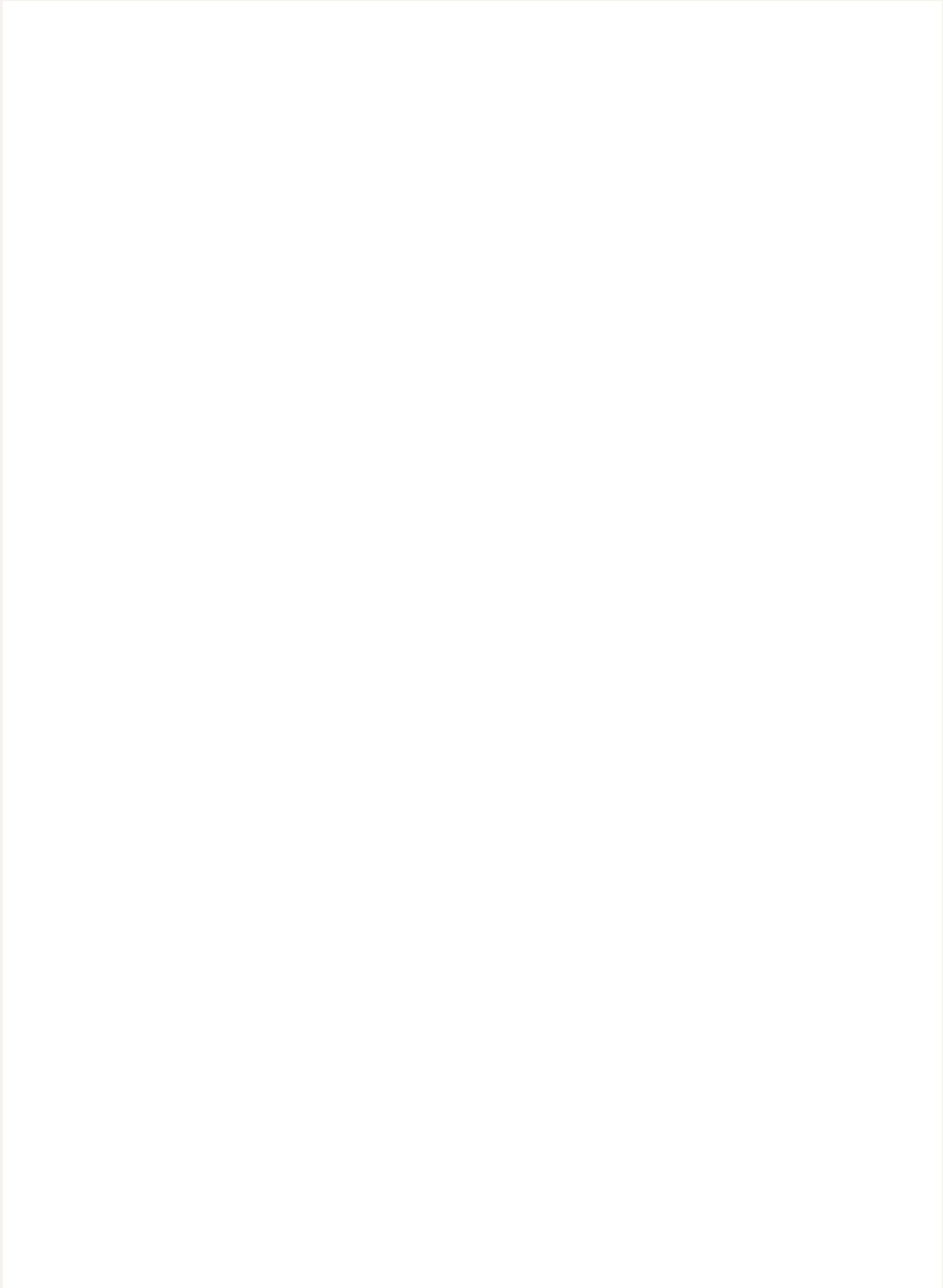
DON'T COMPROMISE YOUR MESSAGE.
SIMPLY DELIVER YOUR OFFERING IN A WAY
THAT YOUR IDEAL CLIENT IMMEDIATELY RELATES.
SO MUCH SO, THAT IT WILL MAKE THEM TAKE ACTION.

What is your core message? How do you help?
(stated as simply as possible)

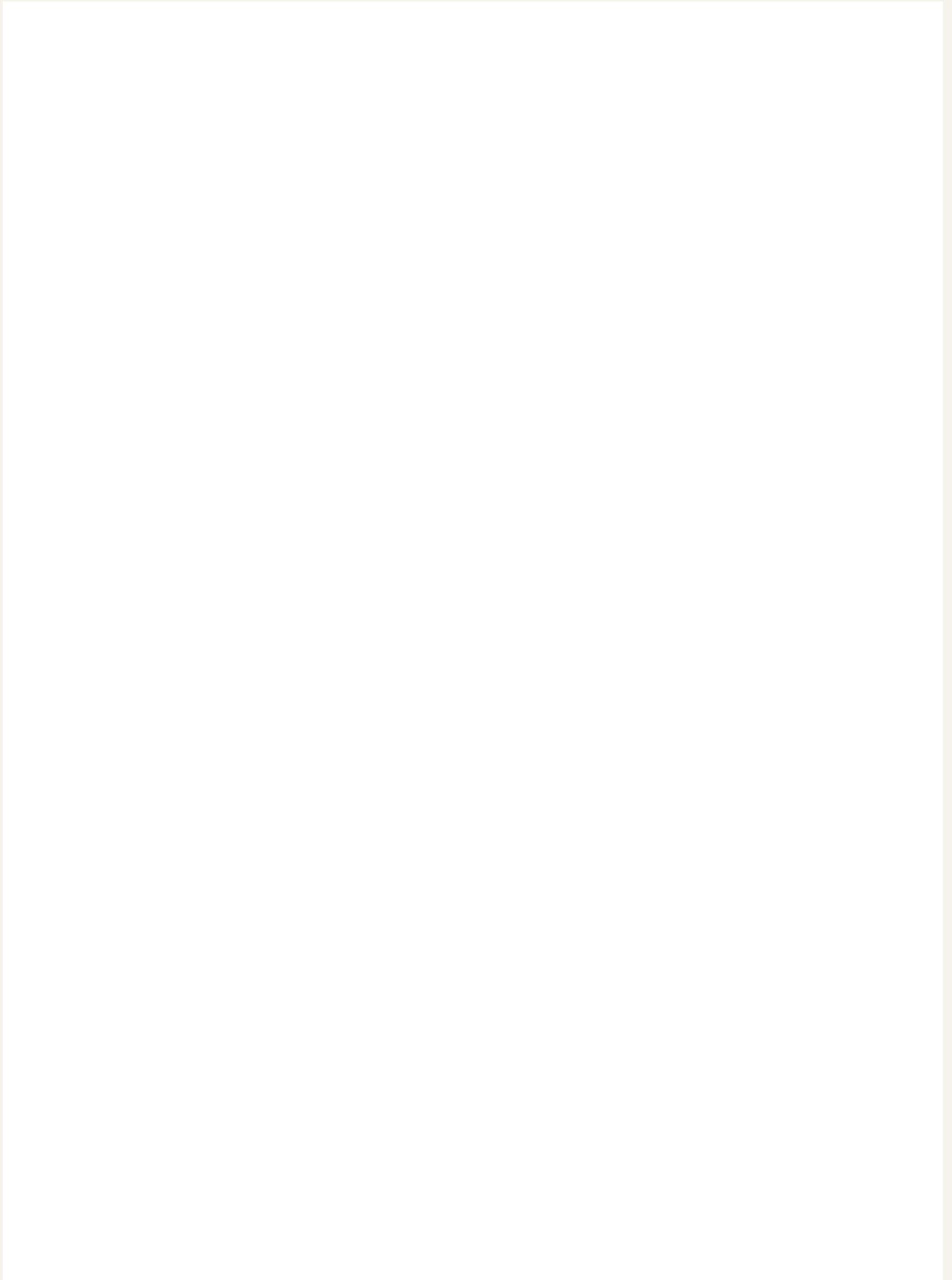
To be used on your sales page and your social media bios?



IDEAL CLIENT



IDEAL CLIENT



IDEAL CLIENT: MEET SARAH, MY BRAND HERO



READ ON SO YOU CAN
SEE HOW TO DO IT FOR
YOURSELF

IDEAL CLIENT DESCRIPTION

- She's been in her industry for 10 years or more she is an entrepreneur or about to be self-employed.
- Sarah is 40 - 65 years old.
- Sarah is highly experienced in her field.
- She knows her industry really well. She gets outstanding results for her clients.
- She's looking to leave the employed ranks or grow her current self-employed business and create a real name for herself in her field.
- Sarah is fearless in her business pursuits, but not in front of the camera.
- Sarah feels self-conscious about what she looks like on camera, how she sounds and is worried about what other people might think.
- Sarah is more comfortable giving talks to a group or an audience than having her photos taken or doing social media live videos.
- She knows she needs to get her message out there, but keeps putting it off as she is not sure how to do it.
- She worries that she can't do it well or won't figure it out and has a technical block that makes her feel overwhelmed and puts it off.
- She loves what she does so much that she could talk about it all day and never be bored, she often sees other people doing what she does but not very well and she is passionate about changing that.
- Sarah sees what she does as her true calling and wants to help many more people with her work.
- She loves what she does so much that she may have a tendency to give it away (more than what she quoted), undercharge, or even sometimes without charging a fee, or giving it for free.

IDEAL CLIENT DESCRIPTION

- Sarah has the certificates, testimonials, and maybe even some awards too.
- She wants to offer real value and create real change with the people she works with.
- Sarah has written a book or is considering writing a book.
- Sarah has a creative side, she likes to take photos when on holiday, loves home decor, her garden, and might sing, play an instrument, dance, or act as a hobby.
- She's had professional headshot photos taken but is yet to have a full-on personal branding shoot.
- She wants to feel more comfortable sharing images and her message online.
- Deciding on the brand look to go for and her messaging will keep her stuck. She needs help and direction with what's important.
- Defaults to doing it all herself even though her time would be better spent creating content (audios, videos, writing) and outsource the technical aspects. It's allowing herself to spend the money on the support that's holding her back as well as letting go of the reins and understanding that not doing it all is not a sign of failure or a waste of investment.
- Sarah is turned off by opulence but likes understated luxury. She will indulge in meals out (or takeaways at the moment) with her spouse, close friends, and family.
- Sarah loves feeling good in her clothes and feeling stylish, but is not so bothered about where it's from it doesn't need to be an expensive label.
- She prefers quality over quantity and whilst she likes to dress to impress doesn't need to boast about where it's from.

IDEAL CLIENT DESCRIPTION

- She'd rather book to stay in a private villa or AirBnB or a glitzy hotel chain as that feels a little soulless to her.
- If she booked a short city break, she'd choose Rome, Venice, or Barcelona over a New York Shopping trip any day of the week. She loves places that are unique and beautiful to the eye, so she can sit and drink quality tea or coffee and take lots of photos to share with her family and friends.
- She would like to use Instagram or use it better but she doesn't know how to make it look good. She sees other people posting images and their feed is filled with beautiful travel images, plates of delicious food, and testimonials that look great together, but she's not sure how to or if she has the time to dedicate to this.
- She likes to be around like-minded women who are entrepreneurial or change-makers like she is.
- Sarah goes to networking events, or large conferences and talks. She reads lots of self-development or entrepreneur articles and likes to share her knowledge.
- She'd love to create a personal brand but feels a little unsure about it. She doesn't want to come across as brash or crass in any way. She wants her images and visuals to be more authentic to who she is and what she does.
- Although she takes holidays she stills likes to check into her social media accounts as she sees her work as a pleasure.
- Country walks and open fires are just as inviting to her as a five-star hotel in the sun.
- She loves to drink delicious herbal or different blends of tea. She likes nice cups and mugs and glasses to drink from. The finer things in life appeal to her but she's not uncomfortable if they aren't around either.

IDEAL CLIENT DESCRIPTION

- She recognises that a personal brand + being visible is important and is willing to push herself into feeling uncomfortable so that she can create one, so she can grow her confidence and her business.
- She wants to have a mixture of images that are professional and others that she has learned to make herself that show her as an expert/leader as well as thoughtful and caring.
- A good work/life blend is important to her. She's learning how to prioritize self-care. She has her favorite stylist that she trusts to cut her hair. She has facials, or massages, or alternative natural therapies to ensure she feels her best.
- She loves quality fragrances like Jo Malone/Chanel and she has her own favourite scent from these brands that she loves to wear. Or she wears and uses essential oils that soothe.
- She loves interior design and loves her home. She has undertaken some re-design in her home or is planning to. She likes a mix of pieces from various places rather than just one place. She owns some original artwork or it is on her list.
- She loves linen and Egyptian cotton bedclothes. She likes her home to smell beautiful with fresh flowers or scented candles or burns her favorite essential oils.
- She's not afraid to travel or go places by herself and is quite happy in her own company, She will have books to read or loaded on her iPad or a Kindle.
- She likes to shop local and/or support small businesses when she can.
- She loves to spread kind words about people she has worked with even though she might be embarrassed when it's said about her.

IDEAL CLIENT DESCRIPTION

NOW THINK ABOUT YOUR
IDEAL CLIENT

WHO DO YOU WANT TO WORK
WITH?

WHAT WILL BRING YOU PROFIT +
JOY?

LET'S GET CLEAR ON WHO THEY ARE.

GRAB A PHOTO
FROM PINTEREST
(USE IT LIKE A SEARCH ENGINE)

DO SHARE IN THE GROUP +
FEEDBACK FOR EACH OTHER TOO

LET'S
GO!

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WHAT DO YOU ENJOY DOING
AND WHO DO YOU WANT TO
SERVE?

|

@URSULAKPHOTO