

Michael Thompson's ideal client profile:

1. The formula¹:

Ideal customer = physical description + their needs and wants + their problem + how they buy + best way to communicate with them

Here is mine for marketing consulting. My ideal customer is the owner of a company with under 100 employees but no marketing department. They are located in the Portland metro area and have been in business for three or more years. They are outwardly successful and want to grow but have found it difficult to do so beyond their existing size. Their problem is that their marketing is sporadic and unplanned. Their marketing materials and initiatives have been created on the fly and as a result are not effective. The best way to reach my ideal customer is through referrals, networking and business workshops.

¹ Taken from Duct Tape Marketing, John Jantsch, Nelson Business