

Clarify Your Ideal Client

with Brent Stutzman

Brand Your Practice

Step ① Choose an ideal client:

Pick one or two of your current clients that you absolutely LOVE working with.	
You look forward to seeing them and you feel like you do your best work with ther	n.

Okay, do you have those client(s) in your mind? Great, now write their initials.
CLIENT 1: CLIENT 2:
Step Answer these questions about each client:
1. Is your client a man or woman? 2. Is your client married or single?
3. Approximately what is your client's age?
4. Describe his/her vocation? (entrepreneur; retired; corporate; stay-at-home parent)
5. What are your client's presenting issues? (anxiety, anger, depression)
6. What else does your client struggle with? (abuse in the past, self-harm)
7. But two reasons why I love working with this client, and want 10-15 more of, is:
1. Is your client a man or woman? 2. Is your client married or single?
3. Approximately what is your client's age?
4. Describe his/her vocation? (entrepreneur; retired; corporate; stay-at-home parent)

7. But two reasons why I love working with this client, and want 10-15 more of, is:

5. What are your client's presenting issues? (anxiety, anger, depression)

6. What else does your client struggle with? (abuse in the past, self-harm)

CLIENT 1:

Step 1 Putting it together:

My ideal client is	s a	_ who typically is	5	•
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10-15 more of, i	S			
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