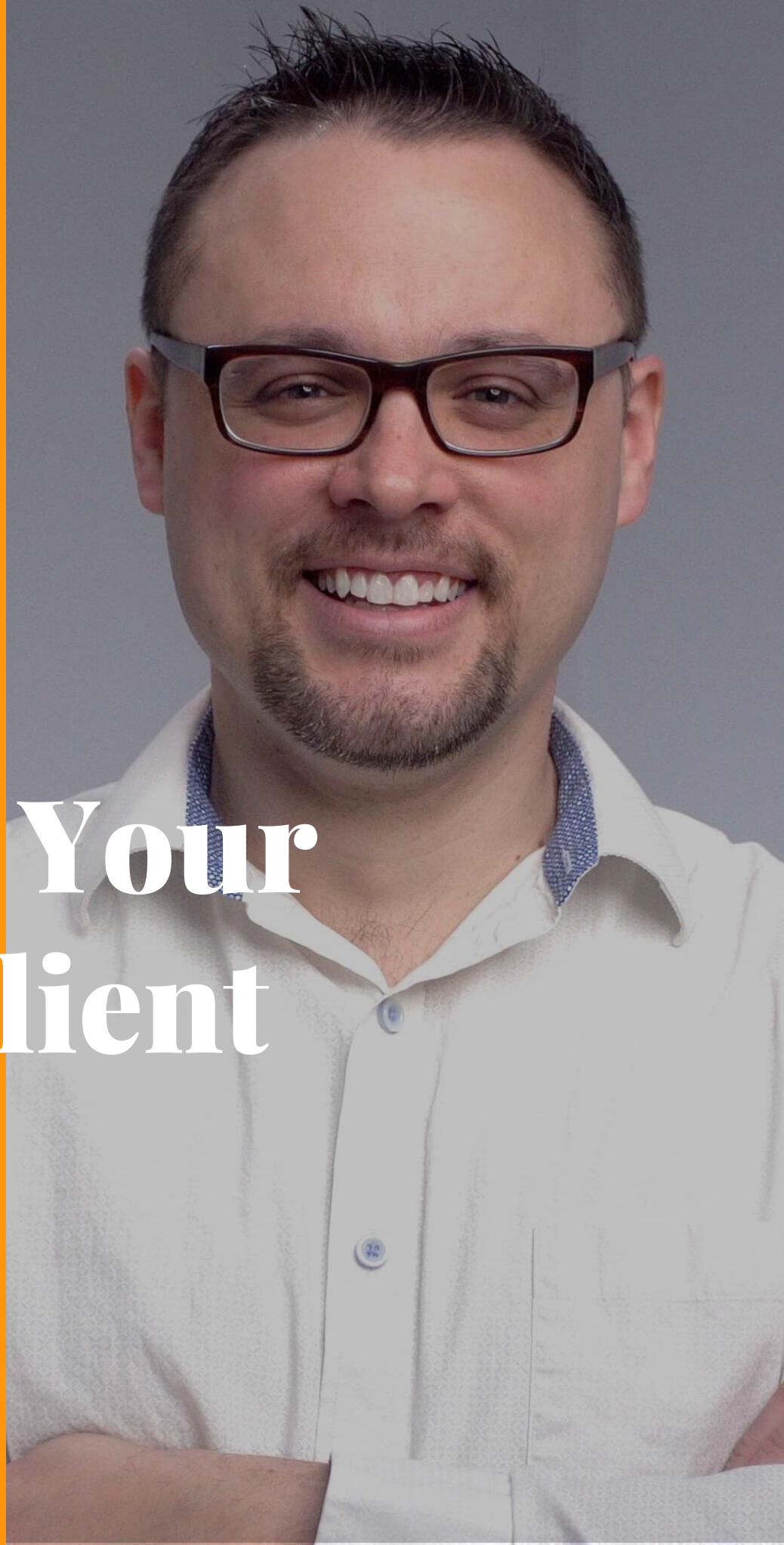


Clarify Your Ideal Client

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 them.

Okay, do you have those client(s) in your mind? Great, now write their initials.

CLIENT 1: _____ CLIENT 2: _____

Step 2 Answer these questions about each client:

- CLIENT 1:
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:

- CLIENT 2:
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:

Step 3 Putting it together:

CLIENT 1:

My ideal client is a _____ who typically is _____.
GENDER MARITAL STATUS

They are generally _____ years old who spend their day as a _____.
AGE VOCATION

My ideal client struggles with _____ and _____.
ISSUES STRUGGLES

But the ONE REASON why I love working with this client, and wouldn't mind having 10-15 more of, is

WHY: CHOOSE 1 MAIN REASON

CLIENT 2:

My ideal client is a _____ who typically is _____.
GENDER MARITAL STATUS

They are generally _____ years old who spend their day as a _____.
AGE VOCATION

My ideal client struggles with _____ and _____.
ISSUES STRUGGLES

But the ONE REASON why I love working with this client, and wouldn't mind having 10-15 more of, is

WHY: CHOOSE 1 MAIN REASON