

Get to know your ideal client

You MUST know your ideal client. And here's why: Think about the last time you played darts. Now imagine if you had played without a bullseye. Your efforts would be aimless; you wouldn't be close (at all!) to your target.

*The same is true for marketing--your ideal customer avatar is your bullseye. And you want to **STAND OUT ON PURPOSE** to them. After all, if you're talking to everyone, you're probably not really talking to anyone. These 4 steps will give your branding & lead gen direction.*

Step 1: *Visualize a client you would LOVE to work with.*

Step 2: *Once you see them vividly in your mind, answer these questions about them:*

- How old is your ideal client?
- Have they ever bought a home before?
- Do they have kids? If yes, how old?
- Married, single, or divorced?
- What do they do for a living?
- Where do they work?
- Do they have pets?
- Do they have grandkids?
- What do they do in their spare time?
- What's their favorite restaurant?

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Step 3: Reach out to people in your SOI who are similar to your ideal client.

Step 4: Let these people know you're working on your marketing and could use their advice. **Ask them the following:**

- How did you know when it was time to make a purchase?
- How long was it from the time you first thought about moving until you actually executed the action?
- How many websites were you searching?
- What was your go-to reference for homes on the market?
- How many agents had you spoken to?
- Did you know of any agents before you started the process?
- What was your biggest frustration?
- What did you like/dislike about the process?
- What did you like/dislike about your agent (even if it was your client)?
- What would have made your process easier?
- How would you like to have been contacted when you were looking at homes online?
- What would you have done differently if you had the chance to sell/buy again?

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Now give your client avatar a name. Find a picture online of what your client looks like. Tape that picture to your wall or your computer. **THAT** is who your marketing message is *for*.



Insert Avatar
Photo Here

REMEMBER, THIS is who you're talking to every time you create any type of content. Not the whole world, just this **ONE** person.

Every. Single. Time.