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MODULE TWO: MEET YOUR IDEAL CLIENTS

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X-FACTOR

Pick five of your FAVOURITE current or past clients (if not seeing clients, consider some of your favorite people). Write out a list for each of them describing their characteristics, personalities, lifestyles, concerns, etc. Notice if any themes start to arise.

1)

2)

3)

4)

5)

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IDEAL CLIENT PROFILE

- 1 What is their age?
- 2 What is their gender?
- 3 What is their sexual orientation?
- 4 What is their relationship status?
- 5 What is their preferred partnership style? (*monogamous, open, poly*)
- 6 What is their family background?
- 7 What is their Socio-Economic Status?
- 8 What is their income level?
- 9 What is their health status? Any medical conditions?
- 10 What are they struggling with in their day-to-day?
- 11 Do they have a mental health diagnosis?
- 12 Who do they do for work?/ Do they work?
- 13 What is their cultural background?
- 14 What language/s do they speak?
- 15 What is their educational background?

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- 16 What is their reading level?
- 17 Where do they live and work?
- 18 Do they have children?
- 19 How old are their children?
- 20 Do their children live at home?
- 21 What sort of place do they live in?
- 22 Where do they live?
- 23 How do they get around? (*mode of transportation*)
- 24 What their comfort level with technology?
- 25 How do they take in information from the world? (*online, print media, personal interactions*)
- 26 What films and books do they like?
- 27 What are they passionate about?
- 28 Do they have a religious or spiritual beliefs?
- 29 Who are their social supports?
- 30 Who do they already trust to provide services to them?
- 31 What other practitioners are they seeing?

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32 Who do they trust to give them advice?

33 What do they do in their spare time?

34 What keeps them awake at night?

Most important question of all:

35. How does your client view change, healing and personal growth?

Any other information about your ideal client that you feel is important:

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A DAY IN THE LIFE OF MY IDEAL CLIENT

Imagine a typical day in the life of your ideal client and walk yourself through every aspect. Outline their day below.

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CLIENT PAIN POINTS

Your Client's concerns / issues in your own words:

Your Client's "problem" in their eyes and in their own words?

How is your ideal client already attempting to solve the problem or resolve their concern?

How does your client experience the negative impact of their struggles in day-to-day life?

What is the positive impact on their life while / after working with you?
What would the potential outcome be in your work together?

How will your ideal client FEEL if they achieved those outcomes?

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ADDITIONAL NOTES: