

{Sample Lesson} Ideal Clients = Ideal Marketing



20 Days to a More Profitable Planning Business

Hello!

My goal at Planner's Lounge is to empower you with the tools, resources, and knowledge you need to succeed as a professional wedding and event planner. This course is a culmination of lessons, strategies, and tasks to take your business to a place of more profitability.

In today's lesson, we are talking about those elusive "ideal clients". What does that mean exactly? How do I define those clients? Then, how do I find those people who are my ideal clients?

Ideal Client Definition

Your ideal client is that dream client you just love working with, or you dream of working with. They understand the value and expertise you provide, they trust you, they happily pay your price, they do what you ask them to do, they refer you, and they love your work.

These are the types of clients that make your heart sing. They make you excited to get to work each morning. You may have them already, or you may not just yet, but once you get clear on who they are, the real magic will begin to unfold.

We often think that being generic in our marketing message and casting a bigger net will catch more inquiries. This is simply not the case. By trying to market to **everyone**, you will fail to be relevant to **anyone**. The clearer you become on who those ideal clients are, the more power you have in your marketing.

Your ideal clients want to know that you "get" them. You understand their frustrations, you know what they are all about, and you know what matters most to them. By speaking to them through your marketing and brand, you are showing them that YOU are the expert in providing planning and design for clients **JUST LIKE THEM**. This will capture their attention and make them take action to get in touch with you.

Here are the five steps to determine your ideal client AND market to them:

1) Define your target market

Let's start with the basics of your target market which is a more general category than who your ideal clients are. You may know their geographic location and their basic demographics.

For example, you may know they are engaged couples, aged between 28 and 40, they live in your city, enjoy art and culture, likely shop at Whole Foods, and are self-proclaimed "foodies".

This is a great start to narrowing your marketing to the right general audience. This should be the minimum level of knowledge you have of your ideal clients. Knowing even the highest level of information about your target market allows you to target and tailor your messages to be even slightly more relevant to them.

2) Determine your ideal clients

Now that we have the general target market, we can narrow down who our ideal clients are within this market. Think about the following aspects of your ideal clients:

- Career - Are they self-employed, in graduate school, travel often for work, or do they work in a professional career?
- Interests - What are their hobbies and interests, how do they spend their free time, where do they spend their time online, where do they get their information.
- Pain Points - What do they worry about, what is frustrating for them, what keeps them up at night.

Now, you might now have a more narrow definition of your ideal clients such as:

My ideal clients are professional couples who live within 30 miles of Chicago. Their typical weekend might include visiting the art museum, enjoying lunch at a french cafe, and taking a stroll through the antique galleries. They are foodies and love trying new restaurants. They are likely using Instagram and Pinterest for social media. They worry about whether they will have time to plan a wedding that will reflect their personal style AND be a great experience for all of their guests. They can't conceive how they will possibly fit all of the planning tasks into their busy schedules. They worry about how to make their wedding celebration feel personal and reflective of their personalities and style.

3) Update your visual brand and marketing

The first step to attracting those ideal clients is to make sure your visual brand (logo, website, colors, images) are enticing to your ideal client.

Does the overall look and feel of your website resonate with your ideal client? If you are a planner/designer with a modern aesthetic but your logo hasn't been updated in 7 years and your website wording is generic, you aren't going to attract any of your ideal clients no matter how much advertising you do. If you don't have the time or money for a complete rebrand, [do a brand refresh](#) for now.

Next, it's time to update your website wording to attract your ideal client. When talking about your services, use language that addresses their pain points and frustrations. This will encourage them to hire you instead of doing it themselves.

You have about 5 to 10 seconds to capture the attention of your website visitors. A quick and very effective update is to have a clear headline at the beginning of your homepage with the exact message your ideal client is looking for.

For our example couple, this headline could be:

Full Service Wedding Planning and Design for Busy Professionals in the Chicago Area Who Desire a Personalized Celebration Without the Stress of Planning.

Think about how to reach these clients on an emotional level. Consider the emotions that are behind their pain points and frustrations. These could be sadness, fear, anger, hope, expectations.

4) Evaluate the services you offer

Using our example ideal clients, they are likely looking for a full service planner and designer. This is not the couple who is going to plan their own wedding and hire a planner only for [wedding day management](#).

Evaluate your planning and design packages to determine what services best address your client's pain points, needs, and frustrations.

5) Communicate your ideal client message to key referral sources

One your visual brand and website wording are on target, it's time to tell the world. Communicate who your ideal client is on social media, in your email newsletter, and connect with your vendor community to share who your ideal clients are so that they can refer you appropriately.

In this course, we will talk more about email marketing how-to's, connecting with key referral sources, and how to amplify your brand.

How Does This Affect My Profit?

I have seen many event professionals spend LESS on their marketing after defining and simply by knowing exactly who their ideal clients are. You can spend your marketing dollars in the right places and at the right time which saves you from wasting time, money, and effort. You will then have more quality leads that convert to buyers.

For example, if part of your ideal client definition includes graduate students and young professionals who are budget conscious, then advertising on the Knot, being active on SnapChat, and possibly doing a bridal show might work best since that is where budget conscious young couples tend to be. You can also target your blog and social media posts to speak to these clients.

If luxury clients are your ideal market, they are not going to be attending bridal shows to find vendors or browsing the Knot for money saving ideas. Your advertising dollars will be best spent on blogs that feature higher-end weddings, targeted Instagram ads, or possibly in a luxury wedding magazine. If you are trying to break into this market but your portfolio doesn't include higher-end events, your marketing dollars may be best spent doing a luxury-inspired photo shoot that reflects the type of events your ideal clients are planning.

Finding the best marketing and advertising outlets is an ongoing process as you learn more and refine your brand and message.

What If My Ideal Clients Aren't Responding?

If you have updated all of your branding, content, images, and messaging, then something in the mix isn't quite right. Often a few small tweaks will turn your messaging into the right ones for your ideal client. Otherwise, sometimes you need to be prepared to tweak your services into a something that the market is feeding back to you that they are prepared to spend on.

It is important to be open to adjusting and adapting to have something that really solves your ideal client's pain points and frustrations. Ask for their feedback, take it to heart, and adapt your offering or messaging accordingly.

Also, keep in mind that you need a marketing strategy for helping them find you in the first place. That could be paid advertising, SEO, referrals business, or a combination of these and other strategies. Your website has to be findable in the first place, otherwise, your marketing won't reach any potential clients, let alone your ideal clients.

During this course, we will talk more about SEO, nurturing your referral sources, how to sell your services more effectively, and much more.

Example descriptions of ideal clients

If you don't have the bandwidth right now to do a brand refresh or an update of your website copy, you can add a paragraph to your website that describes who you work best with (i.e. your ideal client). I call this the "**Ideal Client Instant Message**". Even if your current brand and website are a bit generic, you can capture some of those ideal clients by speaking directly to them in this quick and effective "instant message".

Below are 5 examples of paragraphs that event planners might use on their website to capture the attention of their ideal clients. This paragraph can be used on your home page, on your services page, or on your about page. Use these to inspire your own **Ideal Client Instant Message**.

I work best with busy professionals who highly value the guest experience. The aesthetic and design of the event is a top priority. My ideal clients aren't afraid to think outside the box. They trust my work and value my experience.

Many of our clients are stylish couples who want to create a handcrafted, personalized wedding day while making the most of their budget. Our clients love the current wedding trends, even those with crazy themes and over the top ideas. Our couples tend to think out of the box for their wedding and are open to fun and new ideas. They want their guests to enjoy the day as much as they do. We believe in equality and love for everyone and welcome the chance to work with both gay and straight couples.

I work best with busy professionals who are organized and have a solid idea of the style and atmosphere they would like for their wedding celebration. They trust my work and value my professional experience. They believe the most important part of the wedding is that they can truly enjoy the day and embrace every moment with their friends and family.

I do my best work with discerning couples who desire impeccable service. They want guests to experience the best of the best on the wedding day and talk about their event for years to come. As a planner, I am extremely sensitive to the needs and detail that luxury clients desire and demand. I thrive on searching for the perfect details for my clients that exceed every expectation they have for themselves and their guests.

My ideal clients love to be outdoors. They want a casual and relaxed wedding day and aren't concerned with having everything be "perfect". Their priority is celebrating with family and friends in a meaningful way.

Don't get overwhelmed by this lesson if you don't have the time to complete it all right now. Get your **Ideal Client Instant Message** done and shared on your website now. Then you can schedule time in your calendar to delve deeper into the marketing and branding aspects from this lesson. Remember, done is better than perfect.

During this course, we will talk more about how your website affects your bottom line, why your "about" page is so important, mistakes to avoid, and examples of great "about" pages to inspire you.

Additional Reading Resources

Define Your Ideal Client Persona

Rebranding vs. Branding Refresh

What is the Point of Having an Ideal Client?

Time Investment

Define your target market and ideal client: 1-2 hours

Refresh your brand and website so that your images, wording, and services speak to your ideal clients and solve their problems and frustrations: 2-4 hours for a quick refresh, 1-2 months for a complete rebrand.

Reach out to your local industry connections (vendors, venues) to share about the changes you have made in your business and who the ideal clients are that you work with: 1-2 hours per month

Create and share your Ideal Client Instant Message: 30-60 minutes



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