

- What type of person is my ideal client?

Determining Your Ideal Client

- Are your perfect customers male or female?
- What is your age range?
- In what income bracket does your ideal client fall?
- What kind of education do they have?
- Where do they live?
- What do they do for a living?
- Where do they work?
- Do they have children?
- What kind of social and/or professional groups or organizations do they belong to?
- Where do they shop?

- What do they spend their money on?
- Where do they get their information and like to learn?
- How would you describe their personalities?
- What attributes do they possess?
- What are they passionate about?
- What do they like or dislike?
- What do they value?
- What challenges does your ideal client face that your services can solve?

Determine Your Offerings

We are going to look at a list of 300 possible tasks that you can offer. See the document in this module 300 Ways to VA.

Branding

- Do you want to brand your business as you or do you want to brand your business as a business name?
- Make sure that your brand is the same everywhere you go.

Action Steps

- Create a list of services in order to put up a services page on your website.
- Outline who your ideal client is. Answer the ideal client questions in order to be able to describe them.