



KACB Module 3

Your Ideal Client

One of the best ways I ever had the concept of “ideal client” described to me was by Michael Porter in his book “Book Yourself Solid”. He speaks of the “red velvet rope”. It’s that rope that you find in front of the door of an exclusive nightclub or an invitation-only event. As you reach the red velvet rope, a nicely dressed man asks your name and verifies whether you are on the invitation list. When your name is there, he’ll let you in. If not, then the rope remains closed and you are turned away.

He describes the notion of creating a red velvet rope policy. What people will you work with, and who will you NOT work with?

One of the pitfalls of starting business owners is that they take on anyone. And while you want to get the business and the experience, it can cost you a lot of time, money and energy to work with the wrong people.

Your business principles should already give you an idea of who you want to work with and who you won’t work with. In this module, we will create a clear picture of who your ideal client is so that you can market to him/her specifically and you recognize them when they present themselves to you.

Finding Your Ideal Client

Michelle Duval was the first to use the Matrix Model (developed by Dr. L. Michael Hall) to give a description of your ideal client. In Meta-Coaching, we use the Matrix Model as a way to enter into our client’s model of the world and locate leverage points for change.



Overview of the Matrix

In this program, I have expanded on what Michelle Duval did and use the Matrix model to give an overview of your ideal client's current state and their desired state. You'll need to download the Excel file to go through "Ideal Client Process" in Module 3.

Let me first give you an overview of the Matrix model, though, so you have an understanding of how to use the Excel file.

We use the term "matrix" as a metaphor -- from the Latin word for womb, where things are born and created -- for the layers of thoughts/feelings/beliefs about something. One of the premises of the Matrix model is that everyone lives inside of their own matrix of beliefs, ideas, understandings, conclusions, etc that make up their experience of the world within and around them. About one and the same thing we can have several beliefs and we have beliefs about those beliefs. Those layered beliefs about beliefs about beliefs about something "out there" determine the state our ideal client is in.

This "matrix" is unique for each and everyone of us (though of course there will be strong similarities between your clients.). Our matrix tells us how to feel about something, how to respond to something. And since we live "inside" of our matrix, we are not aware of the rules that drive our experiences.

In Meta-Coaching we use the matrix model to detect someone's matrix so we can help them step back from it, and then make changes for the better. In this module we will be using it to know and understand our ideal client more intimately. This will help when we are creating the marketing and sales funnel for your business.

The model is made up of 8 matrices. Three process matrices and five content matrices. In the process matrices we have a grounding matrix, your state. You never go anywhere without your state. This is where everything comes together. The two other process matrices are the meaning matrix and the intention matrix.

Meaning is first. It occurs at the level of our primary state as well as in all of the other matrices. We create meaning in different ways and at different levels, in all of the matrices. Intentions are also meanings, but is deemed significant enough to convey as a separate matrix.

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Beyond the process matrices (where meaning is created and experienced), we have the 5 content matrices: Self, Power, World, Others, and Time. As we activate the meaning matrix, we create meaning about our self, about our powers and others, as well as about the worlds we live in and about time.

OK, now let's make that a bit more understandable by using an example. Let's say your client comes to you with a problem with public speaking. He has an event coming up and every time he thinks about it he starts sweating and gets into a panic (the state matrix). The trigger is the thought of the event. As you get more information about it, what he sees is people staring at him. They're all much bigger than him and they are frowning. You ask him what he believes about the picture. "I'm going to fail." That says something about his belief in his powers, and it says something about the future. So it activates the power matrix as well as the time matrix. You then ask a few more questions about his beliefs/ideas/understandings. And this is the matrix you uncover:

I'm going to fail → They are going to either laugh at me or get angry with me → That means I'm a failure → I'll never amount to anything → No-one will ever want to listen to me. → I'm going to die from embarrassment

There's lots of meaning there that you wouldn't be able to see if you just met your client. The matrix is activated when you start asking questions about the trigger event, in this case the thought of public speaking. As you ask questions, you will be able to detect whether the meanings have something to do with himself, others, his powers, time or the world of public speaking. In this case, he has created meaning about his powers, others and time. As well as the self. I'll never amount to anything is a combination of time (never) amount to anything (power and self). Of course, all of this is in relation to the world of public speaking.

You could follow your client into a specific matrix. So you could ask what he believes about his ability to speak in front of others, if your client mentions others. Or about the meanings he has given to himself in that situation. This will give you an idea of his inner experience.

We can use this same tool to get an idea of our ideal client. You know what problem you will be solving and for whom. This step is about getting a clear picture of who your ideal client is. You'll want to be able to find them, to market to them specifically, and for them to be able to find you. That means you need to know who your ideal client is and how to speak to him/her.



Profiling Your Ideal Client

Step 1 – Entering Your Ideal Client’s Matrix

Fill out the template “Your Ideal Client Matrix”. You can answer the questions from 4 different perspectives:

1. You have an ideal client in mind
2. Interview a potential (or existing) ideal client
3. Use yourself as your ideal client
4. Dream up your ideal client

You can, of course, do a combination of all three to make refinements. And you can either fill this out yourself or ask one of your Kick-Ass Coaching Business teammates to help you go through this – they’ll be able to probe while you sit back and let the answers flow from within you. They also may be able to give you some new perspectives!

When you use an existing or dreamt up ideal client, make sure you go second position and “become” that person. That will give you far better answers.

Step 2 – Describe Your Ideal Client

From the information that you filled the template with, make a summary of 4-5 statements about your ideal client. ***When you look at all the answers, what makes this your ideal client?***

Examples:

- Able and willing to do whatever it takes
- Able and willing to do it NOW and to pay my price
- Gets insights, takes action
- Expressive in gratitude and questions



Step 3 – Make It Visual

What does your ideal client look like? Go online and look for images of people that look like your ideal client. Pick 3-4 different images and create a vision board that includes the 4-5 statements as well as these pictures. You can do this in MS Word or you can also choose to print it out and make a physical vision board so that you can hang it somewhere you can see it regularly.

You can also add those pictures and the statements in a tab in your Business Plan.