Exercise: Who Is Your Ideal Client?

Please create a vignette about a fictional person - not a current or past client. Here are some questions to get you started developing your ideal client profile.

Feel free to add anything else you'd like!

(Note: To eliminate the he/she pronoun problem, I am going to use the feminine pronoun. Please change it if your ideal client is male. If your ideal unit of treatment is a couple or family member, please describe them all.)

How old is she?

Marital status? If married, how long?

If she has a husband, what is his name, age, occupation and how is their relationship? Marital history?

If single, why would she say she is?

If divorced, why? If divorced with children, what is the custody arrangement?

Number, names and ages of children

Number, type and name of pets

Socioeconomic status
Living situation (where, what type of place, with whom)

Occupation

Work situation (position, income, general job description)

Who is she close to?

What is her relationship with her family?

Where does her family live?

What is her Myers Briggs type?

What size is her body (wt, ht)?

Hair color and style?

Eye color?

Does she exercise? How and how often?
What does she do for fun, hobbies?

What does she do on weekends?

Does she eat out or eat in more?

If she eats out quite a bit, at what types of places?

What is her name?

What keeps her up worrying at night? (This is a key question for you to ask yourself about your ideal client.)

Most importantly: what precipitated her calling for an appointment now?

How would she describe her problem?
Finally: how would she answer the question "What would you like from therapy?"

The last four questions can really help us understand her current problems and needs.

One of the conditions for someone to hire you is that they believe you can help them with their problem. If we know how the ideal client defines her problem, we can show her we understand and have ideas to help her. It is important for her to know we can help her. It is more important to show her we can.

So, once you understand who your ideal client is and what she needs, you can begin to think about how to best translate what you do into words that would appeal to her.