

# the solopreneur zone

*the resource place for solo-entrepreneurs*

## Do You Know Who Your Clients Are?

### Is That a Trick Question?

Of course you know who your clients are, right? You have a file for each of them, nice and neat in your filing cabinet, in fact (ok, the stack on your desk counts too). But do you know WHO your clients are? Not just the name/address/type of business information – do you know what they want for themselves, or what they struggle with, or why they chose to work with you?

### Could You Describe Your Clients in 30 Seconds?

Are you clear enough on who your ideal clients are, what you work with them on and how you do it that you could describe all this in 30 seconds? (Give yourself 20 Bonus points if the person listening to you typically understands what the heck you are talking about!)

Many of us struggle with explaining what we do, for whom and why. Often it's because we aren't really sure ourselves! And then we wonder why business is only trickling in here and there.

### Stop Focusing on Yourself

Solopreneurs often get stuck trying to describe what they do or, even worse, simply state their title – “I’m a coach”. Focusing on you limits you to, well, You. When you're that close to your subject, it's challenging to come up with the right words.

### What are Your Potential Clients Thinking About?

When a prospect is talking with you, what are they are thinking about? Themselves! So talk about them.

Since their focus is already there, it just makes sense to talk about what's on their mind.

### What Don't You Know About Your Clients?

Another trick question? How could you possibly know what you don't know about your clients? If you find yourself struggling to get that “ah-ha” from a prospect you are talking with, it may be because you aren't speaking their language.

### When in Doubt, Ask!

If you aren't sure what's important to your clients - ask! Begin with your current clients. Find out why they chose to work with you and what your work together has created for them. Then, talk with people in your target market. Ask them about their aspirations and goals. Ask them what keeps them up at night. Find out how you and your services could help them get a better night's sleep.

Don't stop there. You can also ask other service providers who work with the same target market. Often, they provide a complimentary service and would be happy to talk with you – and possibly team up to serve your target market better!

### Are You “Out There”, yet Keeping Yourself a Secret?

You may think you are putting your services out there, but if prospective clients don't see or hear something that makes them shout, “Ooh, that's me” your phone may never ring. Really knowing your clients will help you speak their language. When you speak your clients' language, your message will no longer get lost in translation...