



STUDIO
EVERGREEN

HOW TO IDENTIFY YOUR DREAM CLIENTS

TO FOCUS YOUR BIZ & CONNECT WITH
YOUR DREAM CLIENTS AUTHENTICALLY

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WELCOME

I'm so excited you're here and keen to dive into identifying your dream clients. Creating a business and brand that attracts those people you dream of working with on a regular basis isn't a fantasy, it's well within your reach!

Connecting with your dream clients is something that is carried through every element of your business. From your communication, to your services, right through to your branding. Your branding is way more than *just* a logo, and it can be the secret ingredient to connecting with your dream clients.





Getting to know your dream clients

Figuring out who you're in business to serve, and what those specific people are looking for in relation to your services or products, is the secret ingredient in targeting your dream clients and connecting with them in a way that feels genuine.

Once you've figured out who your dream clients or customers are, you can focus your biz to target them specifically and make them see you as the go-to expert in your industry.



PEOPLE MAKE 95% OF THEIR PURCHASES
ON A SUBCONSCIOUS LEVEL.

SIMON SINEK



How do they feel?

A subconscious level means an emotional level. Understanding how your dream client or customer feels and wants to feel is how we're able to connect your branding and visual identity with their desires and aspirations.

People don't buy what you do, they buy why you do it. When we focus on the emotional level, we're speaking directly to your audience's decision-making part of the brain. That part has nothing to do with rationality and everything to do with how they feel about your biz and your services or offerings.

To make sure that your brand - everything from your brand identity, to your marketing, to styling your product shoots - makes your dream clients feel a certain way, you've first got to know what those feelings are, and why.

DREAM CLIENT equation

IDENTIFYING YOUR DREAM CLIENTS/CUSTOMERS

+ IDENTIFYING WHAT SOLUTIONS THEY'RE LOOKING FOR

+ HOW YOUR SERVICES/PRODUCTS CAN HELP THEM

= A ROADMAP FOR AUTHENTIC CONNECTION
WITH YOUR DREAM CLIENTS/CUSTOMERS



DEMOGRAPHIC QUESTIONS GET TO KNOW WHAT KIND OF PEOPLE YOUR AUDIENCE IS MADE UP OF AND WHAT AREA OF THE MARKET THEY MAKE UP TO HELP YOU BETTER UNDERSTAND THEIR DESIRES AND CHALLENGES.



What gender is your primary client/customer? 01/

What is their age range? 02/

Where are they located? 03/

Are your current clients/customers your dream clients/customers? If not, why not? 04/

their DEMOGRAPHICS

THEIR CHALLENGES ARE WAYS YOU CAN HELP
THEM SOLVE A PROBLEM THEY ARE FACING

their CHALLENGES

- 01/ What are they searching for when it comes to your services/product?
- 02/ What is this person's biggest problem? How does your business solve that?
- 03/ What are 3 reasons they would come to you specifically?





their GOALS

What do they want to achieve that
your services/products can help with? 01/

What are their reasons for wanting
to achieve these goals? 02/

What future aspirations do they have that your
services/products can help with? 03/

THEIR GOALS ARE DESIRES THEY HAVE THAT YOUR SERVICES
OR PRODUCTS CAN HELP THEM ACHIEVE IN SOME WAY

your DREAM CLIENT

01 /

Now that you know who your current audience is, it makes it much easier to target your ideal audience.

Here's my question for you:

Are your current clients/customers your dream clients?

02 /

Grab a notebook and map out what your dream client or customer looks like. Imagine one person who embodies everything you're looking for in a client and who you're in business to serve. Answer those same questions on page 7-9 with this dream client in mind.



BRIDGING the GAP



Figuring out who your dream clients or customers are is first step! In order to bridge the gap of who you're currently attracting as clients and attracting your dream clients, we've got to tap into the emotional impact - the subconscious level - where you truly connect with them.

EMOTIONAL



- 01/ Why would your dream client trust you to solve their challenges?
- 02/ How do you want your dream client to feel when they encounter your brand for the first time?
- 03/ What emotions do your services or products evoke in them? Does it make them feel more confident, happier, healthier, more in control?
- 04/ How does your business make them feel, while working with you and afterward?

IMPACT

IF YOU DON'T HAVE THE ANSWERS TO SOME OF THE QUESTIONS IN THIS RESOURCE, WHY NOT REACH OUT TO YOUR AUDIENCE AND ASK THEM? HERE ARE A FEW EASY ACTION STEPS TO GET YOU STARTED.

finding the ANSWERS

- 01/ DM followers who fit your ideal audience and ask them questions
- 02/ Put up a poll or question sticker on Instagram
- 03/ Get in touch with previous clients/customers and ask them
- 04/ Include testimonial/feedback questions at the end of your time with clients/customers





meet ROBYN

Hi! My name is Robyn and I'm the owner and creative behind Studio Evergreen, a boutique strategy and branding studio based in sunny Ballito, South Africa. Studio Evergreen is known for creating swoon-worthy brands backed by purpose and strategy. I help creative business owners like you gain clarity and confidence in your brand and biz to connect with your dream clients, attract higher budget clients, and chase your big biz dreams.

I don't just design pretty things. I get to the heart of your business and craft a brand that connects.

LEARN MORE ABOUT STRATEGY +
BRANDING FOR CREATIVE BIZ OWNERS

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STUDIO
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Crafting swoon-worthy brands
backed by purpose strategy for
ambitious dreamers and doers.

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