*Now that you’ve chosen a prospective niche, let’s proceed to the next step!*

*(Nope, we aren’t done yet…)*

*The more specialized your niche is, the easier it is to target high-value clients.*

*So now, let’s help you niche down some more by choosing your ideal client.*

Your Ideal Client

When fishermen want to catch a certain type of fish, they go where it usually lurks, when its most likely hungry, bringing the most effective bait for its kind.

High-value freelancers don’t just accept whatever job offer that comes their way. Aside from ensuring that everything they do is aligned with their Vision and Mission as a business, they also work with their target clients ONLY.

**Now, in order to target your ideal client, you must know what to look out for.**

Take some time to think about the characteristics of your target clients in your prospective niche. The more specific you are, the better you’ll know how to find them, the easier you’ll recognize them when they post jobs.

|  |  |
| --- | --- |
| **Ideal Client** | **Characteristics** |
| *What does he/she do?* |  |
| *What are his/her pain points?* |  |
| *What are his/her company’s goals?* |  |
| *Where does he/she usually post jobs?* |  |
| *What are his/her likes and dislikes?* |  |
| *How does he/she treat you?* |  |
| *Other Characteristics*  *(are they formal/informal, fluent in English, adventurous, etc)* |  |