



MODULE 04, LESSON 01

Defining Your Ideal Client

Whether you call it an ideal customer avatar, or client persona, identifying your ideal customer is one of the most important steps in starting your business. It's not always the easiest task, but you want everything you do to align with the people you will serve best. From your website, to your social media posts, your elevator speech to the brochure, having clarity around your customers will help you solve a myriad of business decisions and issues.

What + Who?

ICA stands for:

Who is your ICA?

Who is your secondary ICA?