



# client dating 101.

from awkward introductions  
to dream matches →



# playing cupid with your dream client.

## how to swipe right on your perfect business match

When it comes to a dating profile, you want to know their name, age and where they're from to find out if they're your type on paper. This applies to finding your dream client: if you don't know what you're looking for, how do you expect to find "the one"?

Our free download will help you go back to basics by outlining your customer persona, encourage you to think about your client's wants and pains and how you can woo them to become your soulmate.

Let's begin, shall we? 

# create your ideal client...

<b>Age</b>	<b>Income</b>
<b>Location</b>	<b>Job Title</b>
<b>Goals</b>	<b>Challenges</b>



<b>Hobbies</b>	<b>Priorities</b>
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# target their needs...



**How does your client find your product or service?**

**What are your clients' challenges or problems that your product or service could help solve?**

**What are your clients' goals, desires or aspirations related to your product or service?**

**Why do you think your clients buy from you?**

**What other brands do your clients buy from?**





# plotting your next move.

## tailoring a Game Plan for Your Dream Client

So now you've worked out who you're talking to, it's time to put together your game plan.

This table of content pillars will help guide you through your content creation efforts, ensure your consistency in your message and build a strong connection with your dream client by fulfilling their love language.



Pillars

Type of Content

Channels

**let us channel your love letter  
to your dream client.**



We're not your typical agency so we know a thing or two about building relationships. Why not let us play cupid and assist you in finding your dream client? Drop us a line at [info@spinkscreative.co.uk](mailto:info@spinkscreative.co.uk) or give us a call on **01908 107681**