

Wordpress Launchpad Program

Content Templates

Ideal Client Page (About You)

Key Elements to consider:

- Focus on your visitor.
- Paint a portrait of the person reading this page. (If it's not a portrait of them, they won't be an ideal client for you!)
- Remember you can't (and don't want to) work with everyone.
- List some of the core problems that you can solve for these clients.
- Define the qualities that your ideal clients and customers possess.
- This is not a selling page.
- You are inviting people in, helping them to feel at home.

Other Ways to Name this Page

- Who we serve
- Ideal Clients
- Is this for you
- Can we help you
- Is this you
- Who we work with

Recommended format for your Ideal Client Page:

1. Restate the core problem.
2. List several specific problems.
3. Describe your ideal client.
4. Show them how you can solve that problem.
5. Provide them with a clearly defined next action.

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Example:

1: Are you ready to build or update a website – one that will REALLY grow your business – but overwhelmed by the amount of time, effort and money it will take?

2: You are a small business owner who brings awareness and consciousness to your work. You understand the importance of providing true value to your clients and customers and have a deep desire to bring positive changes to the world through your business.

3: Do any of these scenarios sound familiar to you? (Note that you can write a short paragraph for each of these problems).

- You want to build a website but have little or no technical knowledge.
- You are fairly tech savvy but, when it comes to building a website, have no idea where to begin.
- A friend/relative built you a website that is just sitting out there gathering cyber dust.
- You paid lots of money for a web developer to build you a site that is... you guessed it, gathering cyber dust!
- You had a website built and it seems to be working but every time you want to make a change it takes weeks for your web developer to get to it and/or it costs a lot of money.

If you have experienced any of those scenarios, we may be able to help. But first let's take a closer look at who you are.

4: Mystic Marketing Services works with Conscious Business Owners. We define conscious business owners this way:

Conscious Business Owners seek to create positive change in the world by enhancing their own lives and the lives of their clients, customers, employees and communities through the intentional, focused actions of their business.

In our experience, Conscious Business Owners...

- believe that business is a tool for positive change in the world?
- want to make a difference while making a very good living?
- recognize that they have unique knowledge, experience, wisdom and gifts to offer through their business?
- have a commitment to be the best they can be?
- feel ready to expand their reach and serve more people?
- love to laugh and believe that "if it's not fun, it's probably not worth doing?"

5. Mystic Marketing Services helps Conscious Business Owners to Thrive online. Whether you want to work directly with us to build your web presence from scratch or if you want to participate in a small

group and learn how to build and maintain your own web site, and everything in between, we can help you. Visit our [Services Page](#) now to find out more about our offerings.

About You Page Content	
Restate core problem.	
List several underlying problems or give specific examples.	
Describe your Ideal Client. List qualities.	
Briefly tell how you can solve the problems you listed.	
Give them the next step you want them to take.	