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WoDiLab

YOUR IDEAL CLIENT

Discover exactly who your course is for before you design a single slide

ACTION CHECKLIST

☐ **Step 1 – Describe your ideal client from the outside**
Outline the visible characteristics of the person your course is designed to help (demographics).

☐ **Step 2 – Understand your ideal client from the inside**
Describe what this person thinks, feels, values, and struggles with.

☐ **Step 3 – Choose how you want to describe your audience**
Decide whether a niche-based or tribe-based audience statement fits your course best.

☐ **Step 4 – Write your Audience Statement using the Idea Validation Blueprint**
Create a clear audience statement while keeping all seven validation criteria in mind.

☐ **Step 5 – Record your milestone and get feedback**
Add your Audience Statement to your WoDiLab Milestone Tracking Document and tag your Mentor.

Why defining your ideal client matters

Before you design lessons, slides, or content, you need clarity about **who** you are helping.
When you clearly understand your ideal client:

- your message becomes easier to express,
- your examples feel more relevant,
- and your course becomes easier to design and explain.

This worksheet helps you move from a general idea to a **real person you can picture and understand**.

Step 1: – Describe your ideal client from the outside

This step focuses on the **outside view** — the visible facts about your ideal client (demographics).
You do not need exact data.
Reasonable assumptions are enough at this stage.

Describe the person your course is designed to help:

Approximate ag range	
Gender (if relevant)	
Current professional or life situation	
Place of living (city, town, rural)	
Family situation	
Income level or financial situation (broad description)	
Any other relevel details	

Example (for illustration only):

For a course that helps people turn home baking into a small legal business, the ideal client could be women aged approximately 25–45, living in small towns or rural areas, who already bake regularly for family, friends, or local events. Many may be on parental leave, working part-time, or seeking a flexible source of income, and able to dedicate a few hours per week to learning and setting up their activity.
Your own description may look very different. The goal is simply to picture one real person.

Step 2 – Understand your ideal client from the inside

This step focuses on the **inside view** — how your ideal client thinks, feels, and makes decisions (psychographics).
Using short notes or sentences, describe your ideal client as **one real person**.
Include:

- what this person wants more of in their life or work,
- what currently frustrates, worries, or blocks them,
- what motivates them to take action or seek help,
- what they value most (for example: freedom, stability, creativity, security),
- and what emotions they want to feel after solving this problem.

You do not need perfect sentences.

Clarity matters more than form.

Example (for illustration only):
For the same home baking course, the ideal client may dream of earning income from something she genuinely enjoys and feels proud of. She values creativity, independence, and family time, but often feels frustrated because she does not know how to start legally or confidently. She may worry about making mistakes or not being taken seriously. What motivates her is the desire to feel capable, confident, and secure while doing something meaningful.

Step 3 – Choose how you want to describe your audience

There are two common ways to describe your audience.
Choose **one** that feels most natural for your course idea.

☐ Niche-Based Audience Statement

A clearly defined group of people with a specific problem or goal they want to solve.

Examples from the lesson:

- ***Little Ones*** *– Exhausted parents of babies and toddlers who want a proven sleep routine that helps the whole family rest again.*
- ***Kelly Nolan (Time Management)*** *– Professional working women who feel overwhelmed and want a realistic planning system that reduces stress.*
- ***Graduation Exam Support*** *– Parents who want to support their teenagers through exam preparation calmly and confidently.*

☐ Tribe-Based Audience Statement

A group of people connected by shared values, beliefs, or ways of seeing the world.

Examples from the lesson:

- ***Carol Feller – "This Is Knit"*** *– Women who value creativity, slow living, and learning through a shared craft.*
- ***Danielle LaPorte*** *– Heart-centred creatives who value emotional clarity, authenticity, and purpose.*
- ***Patti Dobrowolski – "Draw Your Future"*** *– Leaders and educators drawn to visual thinking, creativity, and future-focused change.*

Step 4 – Write your Audience Statement using the Idea Validation Blueprint

Now bring everything together and write your **Audience Statement**.
Before you write it, review the **Idea Validation Blueprint – All 7 Criteria** below.
Your statement does not need to be perfect. It should simply **make sense** when viewed through these criteria.

The Idea Validation Blueprint – All 7 Criteria

Use these as a quick reference while writing:

1. **Connect with a Real Need**
   The audience clearly recognises the problem or desire and feels it matters.
2. **Be Specific About Who You Help**
   The description is focused and clearly defined, not general or vague.

3. **Picture One Real Person**
   You can imagine one specific individual who fits this description.
4. **People Want to Invest in Solutions**
   The problem or goal is important enough that people are willing to commit time, energy, or money.
5. **Reach Them Easily**
   You have a realistic idea of where these people are and how you could connect with them.
6. **Audience Big Enough to Grow**
   There are enough people worldwide with this need to support a course.
7. **You Can Truly Help Them – and Enjoy It**
   You understand this audience and feel motivated to support their progress.

You do not need to analyse each point in detail.
Simply keep them in mind as a **quality check**.

Write your Audience Statement

Choose **one format** and write a short, clear statement.

Option A – Niche-Based Audience Statement

[Specific group of people] who want to [solve a specific problem or achieve a clear outcome].

My Audience Statement:

Option B – Tribe-Based Audience Statement

[Type of people] who value [shared beliefs or values] and want to [grow, explore, or experience something together].

My Audience Statement:

This is a working draft. You will refine it together with your mentor.

Step 5 – Record your milestone and get feedback

This is **Milestone 3** in the WoDiLab programme.

- Add your **Audience Statement** to your **WoDiLab Milestone Tracking Document**
- Tag your **Mentor** for feedback and guidance

Your mentor will help you refine this further if needed.

You're done for now

You've taken an important step toward creating a course that truly fits the people you want to help.
Your Audience Statement can evolve — that's completely normal.
For now, clarity is enough.

Once you've completed this worksheet, mark it as done in the platform to claim your XP.