Finding Your Nour Client

Why Knowing Your Ideal Client Matters

When you know exactly who your dream client is, everything shifts, your brand gets clearer, your messaging hits harder, and you start working with people who actually light you up.

You stop chasing clients and start attracting them.
You set boundaries with ease.
You fall in love with your business again.

This worksheet is here to help you uncover who that dream client is, what they truly need, and how you can become the go-to person for them.

Let's dive in.

Who Is Your Ideal Client?

Take a moment to think about your favourite client you've ever had, or imagine your absolute dream one.

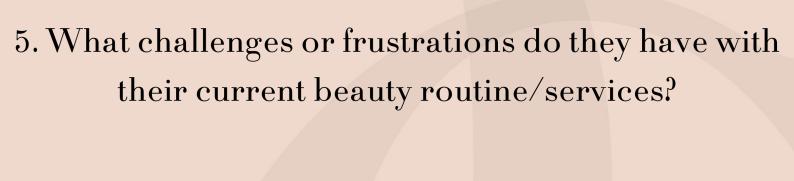
This is your person.

1. What is their name or nickname (give them an identity)?

2. What do they do for a living?

3. How old are they? What's their lifestyle like?

4. What do they value when it comes to beauty/self-care? (e.g., consistency, luxury, relaxation, results)



6. What are their beauty goals, desires, or dreams?

7. How do they want to feel after working with you?

8. Where do they hang out online? (Instagram? TikTok? Pinterest? Facebook? Inperson spaces like yoga studios, coffee shops?)

What Makes Them Your Dream Client?

9. Why do you love working with this type of client?

10. What kind of energy do they bring?

11. How do they treat you and your business?

12. How often do they book or purchase from you?

How Can They Find YOU?

Now that you know who your dream client is, let's make it easy for them to find you.

13. What kind of content or messaging would speak directly to them?

(e.g., tutorials, luxury experiences, results-focused posts, storytelling, behind-the-scenes)

14. What platforms should you show up on to connect with them?

15. Are your website and socials aligned with what they're looking for? If not, what needs to change?

How Can You Help Them?

Let's dig into how you're uniquely positioned to support, serve, and transform your dream client's experience.

16. What problems are they facing that you solve?

17. What makes your approach or services different or special?

18. How do you want them to feel during and after working with you?

19. What transformation are you offering them?

20. What kind of relationship do you want with your clients? (Friendly? Professional? Big sister energy? Luxe and exclusive?)

Final Reflection: Dream Client Summary

Use the space below to write a short summary of your dream client as if you're describing them to someone else.

Think of it like this:

"My ideal client is a [age/lifestyle] who values [experience]. They struggle with [problem] and are looking for [solution]. They love that I [what you do best] and always leave feeling [emotion]."

"I Know My Ideal Client - Now What?"

You've taken the time to figure out who your dream client is — maybe she's a busy mum in her 30s who loves a natural glow and needs self-care to fit around school runs. Or maybe she's a beauty therapist who wants products that work and sell easily. But once you've nailed that down, what next?

Here's how to actually use that knowledge to grow your business:

1. Speak directly to her in your content
Every post, caption, email or blog should feel like a
conversation with that one person. Use the words she uses.
Talk about her struggles, her goals, her dreams — not just
about tanning, but about how tanning makes her feel.
Confidence, glow, ease.

2. Tailor your services or products to her needs
If your ideal client is a pro tanner, you're going to focus on
wholesale pricing, quick results, and resale potential. If she's
a busy customer at home, it's all about ease of use, fastdeveloping formulas, and glowing skin without the fuss.

- 3. Create offers that make sense to her
 Flash sales, bundles, or freebies work best when they
 match your client's lifestyle. A free mitt with mousse
 makes sense to a first-time buyer. A referral scheme
 might appeal to a confident client who loves
 recommending you to others.
- 4. Design your branding and website with her in mind From the colours you choose to the way you lay out your info, make sure it's all something she would find easy and inviting. Keep it natural, simple, and clear if she's overwhelmed or short on time, she won't hang around.

5. Make her feel seen

This is the biggest one. When you talk about your ideal client's reality — her stretch marks, her hectic mornings, her love for feeling like herself again — she'll feel understood. That's how you build loyalty and trust, not just make sales.

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