

Finding your ideal client & target audience

When marketing your VA business, it is very easy to just start posting your content and advertising to anyone and everyone in the vain hope that someone will see it and enquire.

However, by working out who you want to target and honing in on a particular audience you can achieve great results. Whilst we cannot guarantee you will get clients, we can set you up with a more methodical and productive way of marketing. Our step by step guide will walk you through how to find and hone in on your target audience, saving you time and energy in the long run, and with persistence, consistency, and patience it will result in a more successful long-term marketing strategy.



Why it's important to know who you are selling to

It is so important to plan and research before you begin producing any of your marketing materials, content or telling people about your services. If you just blindly post and market your business to anyone it can lead to a lot of wasted time, effort and frustration that nobody is biting.

A few years ago I attended a workshop run by an expert marketing strategist, and she talked to us about how we should be marketing our businesses, both on and offline. Whilst all being seated in a very formal conference room, she suddenly pulled out several dustbin liners of plastic balls and emptied them all over the room. As you can imagine chaos ensued, there was lots of giggling, balls being launched in all directions and pinging off tables into oblivion!

Once everything was calm again, we sat amongst the many (many) balls and she said "this is like your marketing strategy when you don't have a true target. You are taking your adverts, posts, images and content, and just firing it out there and hoping someone will catch it. The chances are nobody will catch it because it disappears into the ether without being caught. If you are lucky one or two may get caught, but by who? Random people or the people you actually want or would like to work with - your ideal client?"

Holding up a red ball, she said "Now imagine you want to get this red ball to your customer.

Think about your customer, who is it? Where do they hang out? What kind of things do they like doing? What hobbies do they have? Are they sociable? What platforms do they use? Do they read newspapers or get their news online? When and where do they relax"

If you know everything about your customer, then you can ensure that this red ball reaches them directly, without bouncing around all over the shop first or without them being bombarded with 3000 other coloured balls first.

She threw the ball to me directly, and I caught it.

And that is how your marketing strategy should be!



What is my Specialty

Have a think about what areas you have specific skills in.

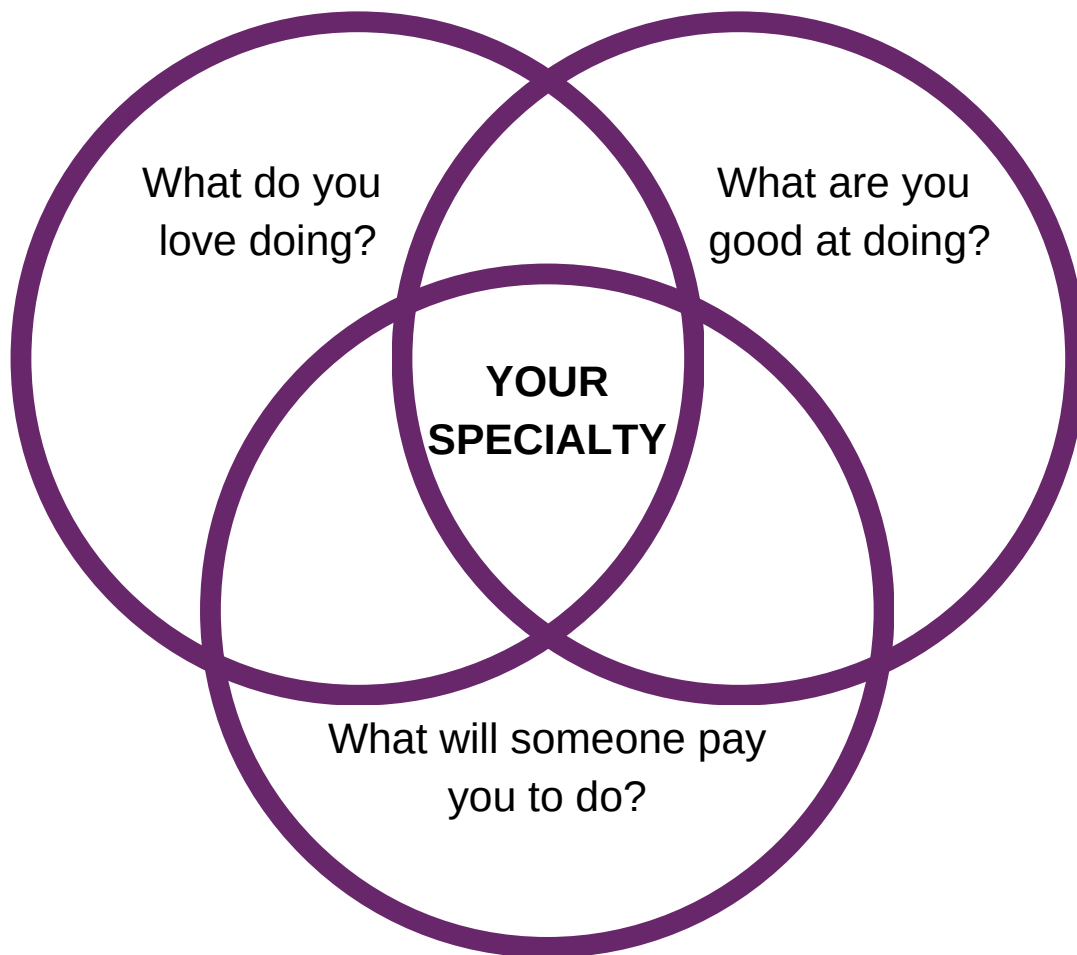
We don't advise reducing your business down to only one specific niche as that carries considerable risk, but if you have an area of expertise, it makes sense to seek customers in that area. So, for example, if you have previously worked for dentists, you may wish to target dental surgeries in your marketing or if you have a background in law, you may wish to target solicitors or legal practices.

Industries you have
worked in?

Skills you
have



If you don't have a specific area of expertise, try using the diagram below to work out what you could specialise in.



Notes:

If you have had clients before, what did you do for them AND what service are you asked for the most?

What do you love doing the most and why?

What do you dislike doing the most and why?



Who do you want to work with?

Do you have a preference as to what gender your ideal customer is? Why?

Are they married, single, career driven or family driven?

What kind of age group would your ideal customer be in?

What is their pain point? / What keeps them awake at night?

What will having a VA do for them?

Are they online or offline people?

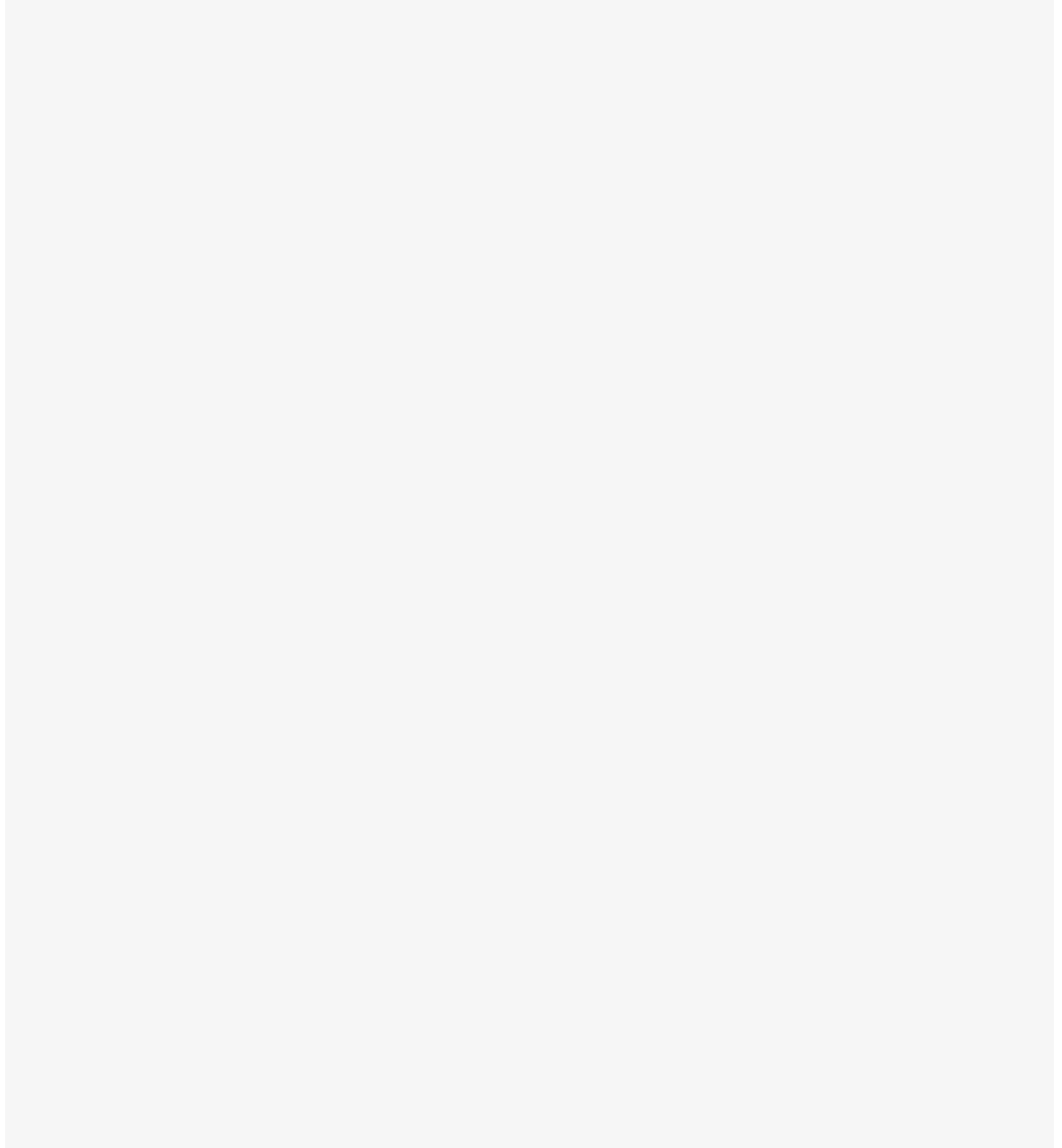
If they go online, what social media platforms would they use?

Where do they spend their spare time?

What is very important to them?

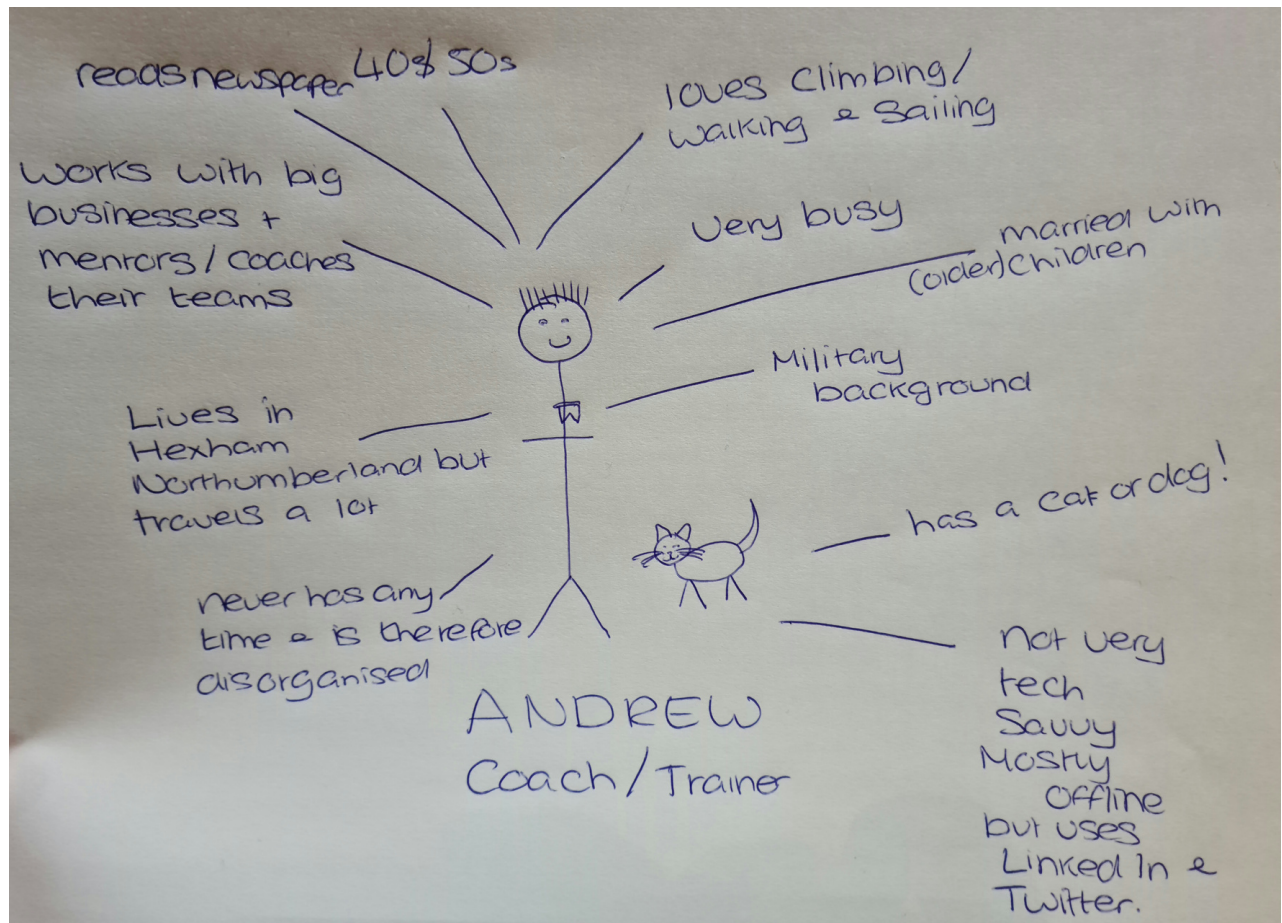
Other things that may be important to them. E.g. Do they have pets? Do they prefer being indoors or outdoors?

And now we're going to ask you to get arty! Draw a basic avatar of your perfect customer - don't worry we won't come and check your drawings skills, this is for your eyes only! See our example below if you are unsure how to get started.



Now you have all this information on your ideal customer you can target them in your marketing.

So, here is an example. This is Andrew and he is my ideal customer.



... I know that Andrew likes to spend most of his time working, so my marketing needs to be snappy and to the point.

He does use LinkedIn, Facebook & Twitter and he's not very tech savvy, so there's no point putting too much effort, for example, into Instagram or TikTok; Instagram Reels would be completely lost on him.

He still reads the newspaper and is a bit old-fashioned, so maybe I should think about writing some press releases or adverts in the paper.

He also loves being outdoors and he has a family, so posts advertising how people can get their time back using outdoors or family pictures would be eye-catching for him.

I know he won't be looking at his social media between 9 and 5 during the week because he works with office based clients, so maybe I could focus on lunch hour, evening or weekend posts that he may spot during his time off.

My marketing will also be focused around the type of pain point he has. His issue is time based, so I will start using tag lines about giving people their time back and enabling them to pass over those 'time consuming tasks'. Maybe he misses emails because he doesn't have time to sit in front of the computer and get back to people or maybe his pile of business cards is enormous because he doesn't have time to do anything with them and is missing out on potential leads as a result. So, that gives me some idea as to what services I would be posting and advertising, so it would catch his attention.



Ideally, you will use this client avatar as part of your whole Marketing Strategy, and this will get you started and ensure that you are focusing all your time and energy on something that will be seen by those you want to see it, particularly if you ensure your message is consistent and stay true to your brand.

Please do remember that marketing, much like business networking, is what is known as a 'slow burner' - it takes time to yield results, you have to be patient and consistent with your message. Equally, when you get busy, don't stop marketing your business as you will slowly see a decline in new clients and this could catch up with you in the long run. Constant tap-tap-tapping away is the best method, it keeps you under people's noses, meaning they won't forget you when they need a service like yours!