



DEFINE MY IDEAL CLIENT

A visual thinking company, XPLANE¹ developed the Empathy Map you see on the next page as a really simple client profiler. The questions provided help you to begin to imagine the environment, concerns, behaviors and aspirations of the ideal client groups you choose to serve through coaching. Your responses support you to design a unique offer and more convenient ways to connect with your clients.

If you are already coaching, we suggest that you pick 3 people that generate reciprocal inspiration with you in your coaching relationship and answer the questions below. If you are not yet coaching, identify 3 people who you imagine will generate reciprocal inspiration with you in your coaching relationship and answer the questions below. Consider creating a specific journal to write your responses to the inquiry questions over time as you gain more experience with different types of clients.

The Empathy Map Inquiries

What do they see?	What do they hear?	What do they really think and feel?	What do they say and do?	What is the client's pain?	What does the client gain?
Describe what the client sees in their environment.	Describe how the environment influences the client.	Try to sketch out what goes on in your client's mind.	Imagine what the client might say or how they might behave in public.	Express what you deduce may be the client's major sources of pain now.	Express what you deduce may be the client's major sources of gain from coaching.
<ul style="list-style-type: none"> • What does it look like? • Who surrounds them? • Who are their friends? • What type of offers are they exposed to daily (as opposed to all market offers)? • What problems do they encounter? 	<ul style="list-style-type: none"> • What do their friends say? Their spouse? • Who really influences them and how? • Which media channels are influential, e.g. TV programs, online media, radio, reading, etc.? 	<ul style="list-style-type: none"> • What is really important to them (which they might not say publicly)? • Imagine their emotions; what moves them? • What might keep them up at night? • Try describing their dreams and aspirations. 	<ul style="list-style-type: none"> • What is their attitude? • What could they be telling others? • Pay particular attention to potential conflicts between what a client might say and what they may truly think or feel. 	<ul style="list-style-type: none"> • What may be their biggest frustrations? • What obstacles stand between them and what they want or needs to achieve? • Which risks might they fear taking? 	<ul style="list-style-type: none"> • What does they truly want or need to achieve? • How do they measure success? • Think of some strategies they might use to achieve their goals.

¹Adapted from XPLANE; web site address is www.xplane.com



CLIENT EMPATHY MAP

