



**CLUES TO I.D.  
YOUR KILLER CLIENT**



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# THE KILLER CLIENT

Do you ever feel like everyone knows where to look for the killer client except you? And who is the killer client?

**5 CLUES TO I.D. YOUR KILLER CLIENT** is your guide to identifying the kind of client who makes your heart sing. This guide delivers the clues you need to solve the mystery of the killer client.

So, put on your trench coat and start earning that detective shield.

If you have additional clues, detectives worldwide would love to hear them. Let's connect or tweet your #killerclientclues.



# WHO? (is the killer client)

We each have our own idea of the killer client's identity.

- The client who needs lots of help
- One who pays promptly – and often
- The client who stays with you, year-after-year

All of those are great traits in the killer client. But, there is one clue common to all killer clients.

## THE KILLER CLIENT NEEDS WHAT YOUR BUSINESS OFFERS

You can have the greatest widgets in the world. But, if your idea of the killer client does not need your widgets, odds are – they're not buying. Can you adjust what you offer to meet a need?

KILLER CLIENTS DEMAND EVIDENCE THAT THEY NEED WHAT YOU OFFER.

# How? (do you find the killer client)

## 1. Narrow the field

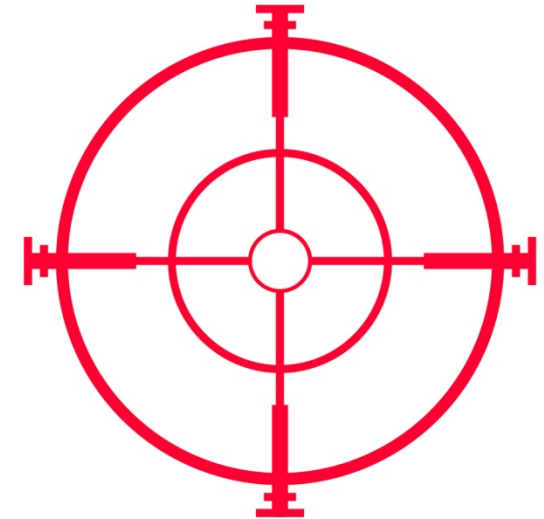
You need to eliminate suspects in finding your killer client. I am going to assume you **CANNOT DO IT ALL**. If you can, you're probably not reading this guide.

How do you narrow the field? Look within.

### **Start with your products/services.**

- What products/services do you offer?
- What problems do your products/services solve?
- Who benefits from what you offer?

**IDENTIFY YOUR TOP POTENTIAL CLIENTS.** Can you narrow the field even more? Perhaps you have a specialty or a niche market.



### Consider developing a specialty niche.

- Do you (or could you) offer a specific, narrow line of products/services? (e.g., widgets only)
- Are you an expert in a particular industry? (e.g., finance, insurance)
- Can you narrow more than one specialty? (e.g., widgets for the healthcare industry)

CLEVER BUSINESS OWNERS IDENTIFY AN UNFULFILLED NEED AND DEVELOP THE PRODUCT OR SERVICE TO MEET THAT NEED.



## 2. Follow the facts

Detectives know clues are nuggets of information that help solve crimes. Profilers use evidence and behavioral patterns to identify the personality and characteristics of the criminal. Use similar tactics to i.d. your killer client.

**Start with broad details, then drill down to the cold hard facts.**

### Demographics

Not everyone fits the same mold; however, there are clues in demographics (gender, age, education level, home status – married, single, children, caregiver).

Broad clues help you tailor your business solutions to your killer client's needs.

For example, a tech-savvy entrepreneur just starting out will have different needs from a tech-adverse business owner nearing retirement.



### Market Research

What do you know about your killer client's market?

- How competitive is the market?
- How many companies are in the market?  
Globally? Nationally? Locally?
- Who are your killer client's biggest competitors?

Market research delivers important clues to your killer client's challenges.

Your products/services may benefit the small fish in the big pond. Or you may offer simplicity to the complex world of the Fortune 500.

**BASIC RESEARCH DELIVERS VALUABLE CLUES.**

#### EXAMPLES OF RESEARCH RESOURCES

- U.S. Census Bureau (FactFinder)
- Bureau of Labor statistics
- Industry networks (forums, LinkedIn Groups, Google + Hangouts)
- Industry publications (books, magazines, newsletters)
- Google (or favorite search engine)

### 3. Observe their habits

You narrowed the field and followed the facts identifying your killer client.

But, what if your killer client is the exception to the rule? How do you find the clues you need to track down your top potential clients?

- Where do they go for information?
- Are they active in social media? Which platforms?
- Are they tech-savvy or tech-adverse?
- Do they have favorite political or charitable affiliations?
- What do they purchase for their business?
- Where do they purchase?

SILENT OBSERVATION GUIDES YOUR PATH TO KNOWLEDGE.





# 4. Hang out where they hang out

Do you remember the 1970s television show, Colombo? Okay, at least *pretend* you saw the re-runs.

Lieutenant Colombo was a Los Angeles homicide detective who always discovered the identity of the killer of the week. He drove the killers crazy by popping up wherever they hung out.

**Hanging out where your killer client does is good strategy –** as long as you don't stalk them.

- Industry events
- Trade publications
- Social media

FINE TUNE THE ART OF NETWORKING.



# 5. Ask questions

Our friend, Lieutenant Colombo, loved asking questions. Even questions he knew the answer to. Why? Because you learn a lot by asking questions.

- What killer clients are passionate about
- What business problems keep them up at night
- Clues from their expressions, their responses

**You learn from asking others, too.** Maybe you have a client or colleague who does business with your killer client.

- What do they know about the business and those who manage it?
- Is there an opportunity for partnership with your colleague/existing client?
- Can they introduce you? Provide a referral?



### Check out the competition.

Your killer clients offer clues about your competitors, too – if you ask.

- The products/services competitors offer
- What distinguishes them in the marketplace
- Your killer client's perception about products/service/business

Use that competitive information to your advantage.

- Identify a service/product need competitors do not offer
- Recognize what competitors do better
- Discover what you do better than competitors

QUESTIONS DETECT WHAT MAKES A KILLER CLIENT HAPPY.



# Congratulations!

You completed your training and earned your detective shield.

1. You narrowed the field
2. You followed the facts
3. You observed your killer clients' habits
4. You hung out where they hung out
5. You asked questions

NOW CLOSE IN TO COLLECT THE REWARD.



## For additional business communication tips

Visit my blog at [SimplyStatedBusiness.com](http://SimplyStatedBusiness.com)

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### ABOUT CATHY MILLER

Cathy Miller is a freelance business writer with over 30 years of experience in writing for small businesses to Fortune 500 customers. In 2008, Cathy started her own business writing company. The business provides online and print business writing services, with specialties in white papers, case studies and ghostwriting.

As a licensed broker and former healthcare provider, Cathy has an added specialty in health care, employee benefits, and corporate wellness programs.

Since 2003, Cathy has participated as a walker in the 3-Day, 60-mile Walk for the Cure. She is also an avid reader and enjoys sports.

[Contact Cathy](#) for help with your business communication. Together, we'll keep it simple, clear, and uniquely yours.

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