



How to attract your ideal client on social media

Kam
CHAUHAN

Ideal Client

Basic Demographics

☐ Age

☐ Income

☐ Gender

☐ Family Information

Their wants and aspirations

What they really think or feel

Their fears, frustrations, pains, and urgencies

(What are their biggest problems?)

Your ideal client is...

Bio & About Pages

Check your About and Bio- do you make it easy for your ideal client to find you?

LinkedIn	Facebook	Instagram
• <i>Searchable headline- Keep it straight to the point</i> • <i>About section- This is your story</i> • <i>Contact details- make sure they're up to date</i>	• <i>(About- Info about the company)</i> • <i>Additional info- should be about you,</i> • <i>Contact details up to date</i> • <i>Add your social links</i>	• <i>Name- Searchable</i> • <i>Bio- 150 characters, break it up into key words</i> • <i>Link</i>
 Kam Chauhan Social Media Marketing Consultant Trainer Strategist Empowering coaches with social media skills to attract their dream client. 🍷 drinker 🐛 addict 🐛 worm	About  Milton Keynes  Kam Chauhan works with small and medium sized businesses to develop their social media marketing through training, strategy development and full management of their platforms. See less  230 people like this  278 people follow this  Enter website	View professional dashboard  628 Posts 778 Followers 527 Following Kam Social Media Trainer her/she Finding social media challenging and overwhelming? I empower coaches with social media skills to attract their dream client. 🍷 drinker 🐛 addict 🐛 worm linktr.ee/KamC Edit Profile Promotions Insights Email 

Content Pillars Pie Charts

What ideal client interested in?

What are the pain points you solve?

Content ideas

Grow your audience

Brand consistency

Use a Strategy

Engagement

Call To Action

Kam CHAUHAN

Connect with me on social



LinkedIn

@Kam_Chauhan



Facebook

@KamChauhan.UK



Instagram

@KamChauhan.UK



Book a call- Kam@purplecoral.com

1:1 training and group programmes available