

The background of the entire image is a dense pattern of watercolor-style butterflies. The butterflies are rendered in various shades of pink, magenta, and light purple, with some featuring darker outlines and spots. They are scattered across the frame, creating a vibrant and artistic backdrop. The text is centered over this pattern in three white rectangular boxes.

IDEAL

butterfly

PROFILE

1. INTRODUCTION

Well hello and
welcome to my garden

Before starting, I thought it would be nice to
put a face to this words :)

THIS IS ME



I'm Claudia, owner and designer
at Heartmade.es where I help
passionate entrepreneurs get the
brands of their dreams in front of
their ideal clients (aka butterflies).

..... IDEAL BUTTERFLY PROFILE

I'm Claudia, owner and designer at Heartmade.es where I help passionate entrepreneurs get the brands of their dreams in front of their ideal clients (aka butterflies).

I like to say that **YOU** are like a **PLANT**, your **BRAND** is a super beautiful **FLOWER** and your **IDEAL CLIENTS** are **BUTTERFLIES**.

I'm also an entrepreneur myself. I've launched several projects (some alone, others with partners) and I've learnt the hard way

HOW TO CREATE A MEMORABLE BRAND.

I've experienced the struggles in being found, in standing out of the crowd, in getting engagement in social media, in growing from 0 to thousands of followers, in getting featured in media...

AND AFTER YEARS OF TRIAL AND ERROR I can now share my best advices and strategies with other people who are starting or facing the same problems.

Feel free to send me any questions or experiences you want with me at claudia@heartmade.es

Can't wait to hear from you!

Claudia

2. BUTTERFLY PROFILE

If you have this workbook is because you've been reading my post in Creative Hive Co blog, so I recommend you to get both things open at the same time to understand well the process.

THE FIRST STRATEGY I TOLD YOU ON THE BLOG POST IS TO KNOW YOUR BUTTERFLIES BETTER THAN THEY KNOW THEMSELVES.

To do it, here you have the list of things you need to know and a place to take notes. You can print this workbook or fill it digitally :)

- DEMOGRAPHICS

Although some of these fields may seem irrelevant, they are very important to know well your butterflies:

Gender:

Age:

Nationality:

Place of residence:

Single, married, engaged?

Do they have children? And how old are them?

If your ideal butterflies are married women, you can relate to their lifestyle in your posts and products. It doesn't matter if your business is focused on other themes that don't seem to connect with their married life, just quoting some examples of married women can make them feel connected to you & your brand.

- WORK

These questions are great for multiple reasons: we all are expert in something, and even if we are in between jobs or we hate our 9 to 5 life, it tells a lot about us. Knowing if your clients love their job or not, if they are self employed or work for a company, etc... Can give you ideas to connect with them or to motivate them to have a better day.

NOTE: ASK THESE QUESTIONS TO REAL CLIENTS, DON'T GUESS THE ANSWERS!

What do you do for a living?

What do you enjoy the most of your work?

What do you hate the most of your work?

Is your work the work of your dreams?

If not, what would you like to work on?

What's your expertise?

- LIFESTYLE

In this section you will find very valuable information to know where you can connect with your ideal clients. If they like to hang around Facebook but don't even know how Pinterest works, where do you think you should focus your promotion efforts?

What do you enjoy doing on your free time?

Which social media platforms do you like to check? And how often do you use them?

- DREAMS & PROBLEMS:

These will be the most valuable answers you will get. We usually guess what our readers want or need, but let's hear what they really think and we will probably be surprised!

If you had an hour to talk with me about anything you want, what would you ask me?

And if we had a full day?

In your personal or professional life, what worries you the most?

How is your dream life?

- OUR RELATIONSHIP:

Finally, you want to know the most you can about how did they found you and why do they like you. In my course "**How to design your memorable brand**" I go more in depth with this, but the key here is to embrace your uniqueness and make it be the essence of your brand to stand out from your competition.

For how long have you known me and my work?

How did you found me?

What do you like the most about my brand?

Do you remember any special advice or tip I shared and you loved?

4. RECAP

I hope you found the light on how to connect with your butterflies. Please share with me your journey, I would love to chat with you and know your opinion!!

FINALLY, I WANT TO ASK YOU A FAVOR TOO...

If you liked my blog post and my tips, I would be forever grateful if you could share it with your friends or audience.

Simply copy and paste this link to share the blog post and this workbook:

www.heartmade.es/workbook-ideal-butterfly-profile

Wish you the best,

Claudia



CLAUDIA ORENCO | WWW.HEARTMADE.ES

Hi!! I'm Claudia Orenco, the graphic designer behind Heartmade. I help creative entrepreneurs to get the best brand identity to connect with their ideal clients. Together we will bloom your business!

See you in: INSTAGRAM or PINTEREST