

#1. Ideal Client

This exercise is intended to help you get SUPER FOCUSED on who your “ideal” client is. The more detailed you are in filling this out, the easier it will be for you to identify the type of client you want to attract.

Part 1. The 3 Things my ideal client must have:

Instructions: Answer these three questions to the best of your ability.

1. In what way will your ideal client be fun to work with?

2. How much do your clients need to pay you for it to be *lucrative*?

3. In what way will this person be *impacted* by your work?

Part 2: Details (Demographics and Psychographics)

Instructions: Using the prompts below, describe in great detail your client avatar. If you've had a client before that was fun, lucrative, and impacted, use them as a reference.

- Age _____
- Gender: _____
- Nationality: _____
- Marital status: _____
- How many children: _____
- Income range: _____
- Job title: _____
- What are their values:

- What big pains do they have in their life:

- What do they most fear:

- What would make them feel confident:

- What would make them feel safe or secure:

- How do they describe their problem (that you want to help them with):

- Who do they look up to as an influencer:

- Where do they shop:

- What do they do for fun:

- When do they consume your content:

- What experiences do you have that will relate you to them?

- Custom important detail:

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Part 3: Additional Notes

Instructions: List any other important details about your ideal client which will help you understand how to reach them.

Note: *Your ideal client should be fun and you should be emotionally connected to them. It is important that She or He loves spending time with you.*

- *If you don't think you could spend a whole day with a potential client - don't take them as a client.*
- *If you dread working with a client, you will find yourself procrastinating when it comes to working with that client.*

So choose people are that are super fun.

Write that down whatever it is that you think is fun about your ideal client.

Most people know what kind of client they don't want. However, don't focus on what you don't want... because the more you focus on what you don't want, the more likely you'll get it.

What you focus on you find, what you focus on you become, what you focus on becomes real.

Cause: By focusing on your ideal client, you are setting the framework so you are excited to work with that person.

Effect: You will have the ability to stay motivated.

Keep in mind that your ideal client is unique... for instance, the person you want to work with is a specific age - not a range 29 - 50?

My ideal client is a single person, with a single idea of fun, with a single purpose, with a specific income, specific age, specific where they live, etc.

Make this ideal client real.

Why do we focus on a very specific ideal client? So that we're focused,

Let me be clear...

I'm not saying you're going to say NO to other types of clients, however, focusing in on your ideal client makes you laser sharp as to who you're looking to work with.

Specializing is the key. Generalizing WILL keep you broke.