

Keep In Touch | Module #1

The Pre-Work – Defining Your Ideal Client

Describe your ideal client.

If your client is a company, describe the person who would be hiring you or would be your initial contact.

What is their age? Are they married? Have kids? How many? What do they read? Do outside of work?

What are their five main pain points?

What isn't working for them?

- 1.

- 2.

- 3.

- 4.

- 5.

How do you solve or address their pain?

1. _____

2. _____

3. _____

4. _____

5. _____

What are the benefits of working with you?

How do they feel as a result of working with you?

What are the features of working with you?

What are the details? How do you work with them?

Where do your ideal clients gather?

What events, workshops conferences do they attend? Where to they spend time socially?

If your ideal client is a company:

How many employees do they have? What is the makeup of the company – what departments do they have or not have? What business are they in?

What energy level are your ideal clients in around the pain points you help them with?

If they took the assessment what would their default levels be?

What might that level look like for them?

What energy level are they at in most of the other areas of their life?

What energy level are you currently at when you talk with/to your ideal client?

What does it look like? What does it feel like?

What energy level are you at when you work with a client?

What does it look like? What does it feel like?

What energy level do you want to be at when talking to or working with a client?

What does that look and feel like?
