

## **YOUR DREAM CLIENT**

It's so critical that you understand who your dream client is and who you really want to be working with. I want you to understand them like you know your best friend. Who is your dream client that you would be excited to spend hours with helping them, and who you would want to be friends with. If your business is new, you may find this exercise challenging to come up with ideas— It will be helpful to look at what your experience has been with what you are promoting (ie. your own transformation story). If you have been in business for a while, the temptation will be to glaze over this because you can help more than just one person. Humor me here and force yourself to answer this thoroughly. Not choosing a dream client here speaks death onto your marketing.

You get to decide who you want to work with. And the best news is, you can also change this as you go in your business. Think about the challenges and experiences you've been through that you've learned and grown from. Your ideal client is likely going through the same or similar things and can learn a lot from you!

It's important to remember: You only have to be a few steps ahead of your ideal client to help her (or him). In fact, your ideal client is often you, just a few steps back.

Who do you want to serve?

What are their struggles?

What do they want? How do they want to feel?

What are the problems getting in the way?

Where do they like to hang out? (Online and offline)

How do you want your ideal customer to feel when they see things you share?

Think of some points of connection you can use to guide your sharing and storytelling.

What stories are you going to tell that will connect you with your people?

What is their age?

Their relationship status?

Where do they live?

What do they like to do for fun?

What's their guilty pleasures?

What's their dream vacation?

Who do they look up to or love to follow online? List a few

What is a day in their life like?

What keeps them up at night stressing?

What would your ideal client pay to change anything in their life?

What are their biggest fears in taking their next step in life?

What do they search out on pinterest?

What are they trying to try and solve (or googling)

What are their biggest goals?