

Ideal Client Description - Exercise

Get a blank piece of paper, on left side answer the questions of where your client is at. On the right side answer the where your client wants to be questions. NOTE: leave space in the middle.

Where your client is at:

- What is your ideal client's biggest challenge?
- What do they wish for?
- How do they feel about what they want?
- Why haven't they gotten the results they wish for?
- What have they likely tried to get the results they want?
- What are the obstacles to implementing their ideal solutions?

Where your client wants to be:

- What is life/business like with the results they want?
- What do they wish for now?
- How do they feel about the results they achieved?
- What is possible now that they achieved these results?
- What would they tell themselves then that they know now?

Ideal Client Description - Exercise (cont.)

Now, bridge the gap of where they are to where they want to be with your solution and why you.

Where your client is at:

- What is your ideal client's biggest challenge?
- What do they wish for?
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- Why haven't they gotten the results they wish for?
- What have they likely tried to get the results they want?
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Your Solution

- How does your solution help them go from where they are to where they want to be?
- What are the steps or processes to get there?
- Why are you uniquely positioned to help them with your solution?
- What makes your solution different?
- How do you deliver on your solution?



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