



Who Is Your Ideal Client Persona?

Seek opportunities to connect with your ideal client. Your ideal client is out there, right now.

You might not think you know how to find them, or where they are, or how they can find you...

But if you have the ability to connect with them, then you'll be able to show up in such a way that you'll be able to communicate in such a way that they'll get it.

Those that have the ability to connect deeper with their audience that are the ones that attract more of their ideal clients.

You want to know...

How does this person feel?

What have they been telling themselves over and over in their head?

How do they describe the pain that they're in?

You can start with doing a journal exercise...

1. Pick a real, live human being. Instead of making up an *avatar*, you're going to choose a real, live human being you already know who is the *perfect* fit for your product or service.

2. Close your eyes and pretend that you are this person. Step into their skin and live life as them.

3. What are your biggest frustrations? What keeps you awake at night totally stressed out?

4. What do you *wish* you had? Who are you jealous of and what do they have / do that you don't? Write all of this down as a journal entry in the 1st person!



Ideal Client Profile Worksheet

My ideal client is a:

EXAMPLES OF TYPES OF CLIENTS I'VE WORKED WITH:

Right Now She Feels...

She Desires To...



She Needs To...

If She Doesn't Get Her [PROBLEM RESOLVED] Soon, She Will Continue To...

She Knows That...



She Values...

Personality Traits...

Outside of Her [niche problem area], You Might Find My Ideal Client...



She'll Be a GREAT Fit to Work With Me If...

She Won't Be a Good Fit to Work With Me If...