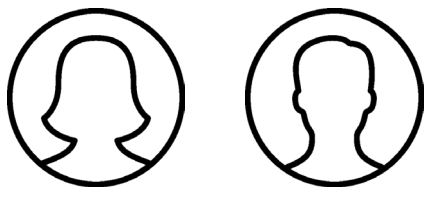


.....
: Attract your **IDEAL** clients and
: customers who are ready and
: show up that you can be the
: highest service to. First, let's
: clarify who they are.
:

The Ideal Client SnapshotTM

1. Customer Avatar



Psychographics

Qualities _____
Ideal Results _____
Typical Day _____
Struggles _____

Demographics

Gender _____
Age _____
Class _____
Yearly Income _____
Location _____
Job/Career _____
Hobbies _____

2. What is the END RESULT that your ideal customers wants to achieve?

3. What are the elements required to get to this end result? (the steps...the sticking points or roadblocks)

5. What is the biggest fear they have that's preventing them from getting to the end results (Hint: Find the pain!)

4. What can you give them (as in information) that will move them closer to that end results? (Like one step, than another, than one more, etc)