

TABLE FOR TWO
WERKSHEET

DAY 2

HELLO SEVEN PRESENTS

MULTIPLY
Build A Bankable
Offer In 5 Days

HONE IN ON YOUR IDEAL CLIENT

OUR MOST IDEAL CLIENTS ARE PEOPLE:

- With whom we have a true passion to serve
- For whom we can evoke fantastic results
- From whom we can make good money

Consider three of your potential Ideal Clients from each of those vantages.

	Ideal Client 1	Ideal Client 2	Ideal Client 3
Description			
Passion			
Results			
Profitability			

Now, choose the one that makes the most sense for your business right now, and articulate:

WHO IS YOUR IDEAL CLIENT:

WHY DO YOU WANT TO HELP THEM:

COFFEE DATE WORKSHEET

IT'S TIME TO REALLY HONE IN ON YOUR IDEAL CLIENT

This is the person for whom your offer is made. This is the person you will target with all of your marketing and positioning. So, it's critical that you really get to know them well. A great way to do this is to take your ideal client on a (make believe) coffee date! The "Ideal Client Coffee Date" is a great way for you to identify and articulate exactly who it is that you are serving.

Think of a challenging or negative experience in your life. Really place yourself back in that time. Imagine that you are at a coffee shop waiting to meet your client and then answer this series of questions about your client. Now scan your body. What physical sensations do you feel in your body when you think about this time in your life?

By what mode of transportation does your client arrive?

Remember, be specific. For Example: By public bus, rode a red bicycle, pulled up in a silver Mercedes S-Class.

How is your client dressed? What are they wearing?

Remember, be specific. For Example: Articles of clothing, jewelry, shoes, brands/designers.

Your client was on the phone before they walked in, they seemed stressed by the call. Who is your ideal client talking to and what is your client stressed about?

When your client is alone, they sometimes stay up late Googling about their biggest worries, concerns, and things they are curious about. What was your client up late Googling last night?

Remember, be specific.

Now you and your client are chatting, what do they tell you they love to do for fun?

What does your client read? What does your client watch? What websites do they frequent?

What causes pull at your client's heartstrings? Where do they donate time or money?

Remember, be specific.

LASTLY, GIVE YOUR IDEAL CLIENT A NAME

The answers to the above questions create a pretty intimate profile of your ideal client. Now that you know who this person is and what they are about, keep them in mind as you go through the remaining steps. All of the decisions you make about the creation and marketing of your offer will be geared toward meeting your ideal client's needs (and exceeding their expectations). So, it's critical that you are clear about exactly what they want and that you keep it top of mind throughout the process.

Your ideal client will become a filter through which you make all decisions about your offer.