

IDEA TO
Income



MODULE 4 - PART 1

IDEAL "SOULMATE"

Clients



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IDENTIFY & CONNECT TO YOUR IDEAL CUSTOMER

"Get closer than ever to your customers. So close, in fact, that you tell them what they need well before they realize it themselves."

- Steve Jobs

In order for us to know who's a great customer for our work, we need to start describing who is ideal for us, and dig deeper into the needs they have, so that you'll know how to serve them (and what to create to solve their problems).

You create at your best when you know who you are creating for.

You are not here to serve everybody, but a specific niche of people that you are designed to help, based on your unique view, solutions, and shared values they're aligned with too.

Let's start with thinking about the potential customers you envision helping (*hint: it's easier to think about a real person you know or use yourself as a profile if your ideal client likely represents the "old" you*).

Describe the DEMOGRAPHICS of your ideal client

Start with a basic profile of what you know about them.

i.e. empty nester, lives in a busy city, mid-career professional, single woman, age 35-45, etc.



Describe the CHARACTERISTICS of your ideal client

What are their values? What are their beliefs? What qualities make them who they are?

i.e. values mindfulness, slow living, reads Atomic Habits, living purposefully, spiritual but also logical, invested in self-development, sees a therapist, adventurous, etc.

What are his/her dreams or goals?

What do they wish would happen in their lives? What do they desire more of? How would they describe their dreams?



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What do you imagine they are struggling with and are actively seeking to solve?

What is their biggest pain that's keeping them up at night that's related to what you can help them with?

What have they already tried, but has not worked?

Your customer has probably tried solving the problem themselves or tried other things, what are they?



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What makes them 'ready' to seek out help, support, or solutions?

Describe where they may be in their stage of business or life to be motivated to make changes. Or particular events or circumstances that trigger the desire to get help.

Speak to Your Ideal Clients in a Way That They'll Say...

"OMG, it's like you're in my head!"

When you can get crystal clear on things like:

- What brings them joy?
- What keeps them up at night?
- What challenges do they face?
- What do they wish they can get support on?
- What are their dreams and why is it important to them?
- What experiences excites them?
- Where do they get their information?
- What values drive their decisions?

Your message and stories you tell in your marketing can hit the mark on attracting the right audience to your business.

It's not only WHAT you do that attracts clients, but how you understand their needs and inner world that helps them choose you.



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