



## DO THESE EVERY DAY

- ☐ Morning routine
- ☐ Read goals out loud
- ☐ SMILE + make someone else smile
- ☐ Something that scares you
- ☐ Remind yourself of your WHY

## IDEAS!

## MODULE 02 ACTION ITEMS

- ☐ Complete Ideal Client Avatar + Messaging worksheets
- ☐ Update Instagram with new Instagram Profile Pitch
- ☐ Update website + blog with new messaging
- ☐ Update email signature with new messaging
- ☐ Update EVERYTHING with new messaging



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**WHO YOU ARE + WHAT YOU DO**

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What is your stance? What pisses you off?  
What fires you up? What are you passionate about?

What are your strengths? What do your friends and clients love about you? What words do people use to describe you?

What services do you provide (or want to provide!) for your clients. If you could only choose one thing, what would it be?

What words describe your work? Your style?  
The type of work you want to be known for?  
How do clients describe your work?

What results do you provide for your clients?  
How do you make their lives better? How do you want to change your clients' lives?

What is the best testimonial you've ever received? What did that customer say about working with you and/or your products?



Write down everything you can think of about your ideal client: age, gender, hobbies, style, shopping preferences, personality, interests, occupation, marital status, etc.

Write down what your ideal client values. What is important to her? What fires her up? Who/what is she loyal to? What does she dream about? What does she fear?



Sum it all up and tell the world in 1-2 sentences (Instagram Profile Pitch) who you are, what you do + who you do it for. Goal: stay true to your WHY + speak to ideal clients!

Who does your ideal client follow on Instagram? Who does she look to for advice? What kinds of brands are already influencing her life? Make a list below!