

# ***THE IDEAL CLIENT MATRIX™***

*How To Identify and Connect With Your Tribe*









***Be your prospect...***

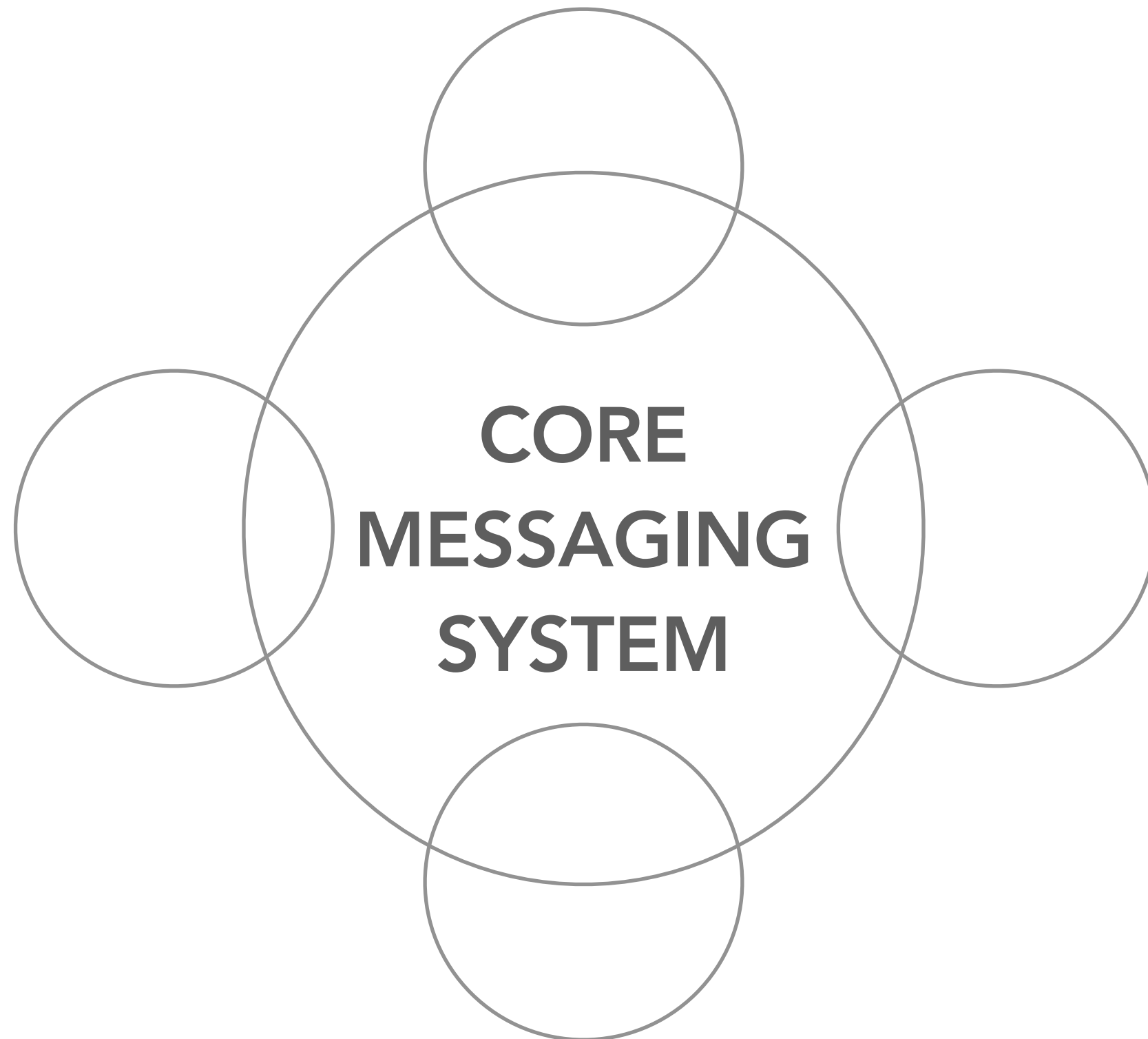


***Up the excitement...***



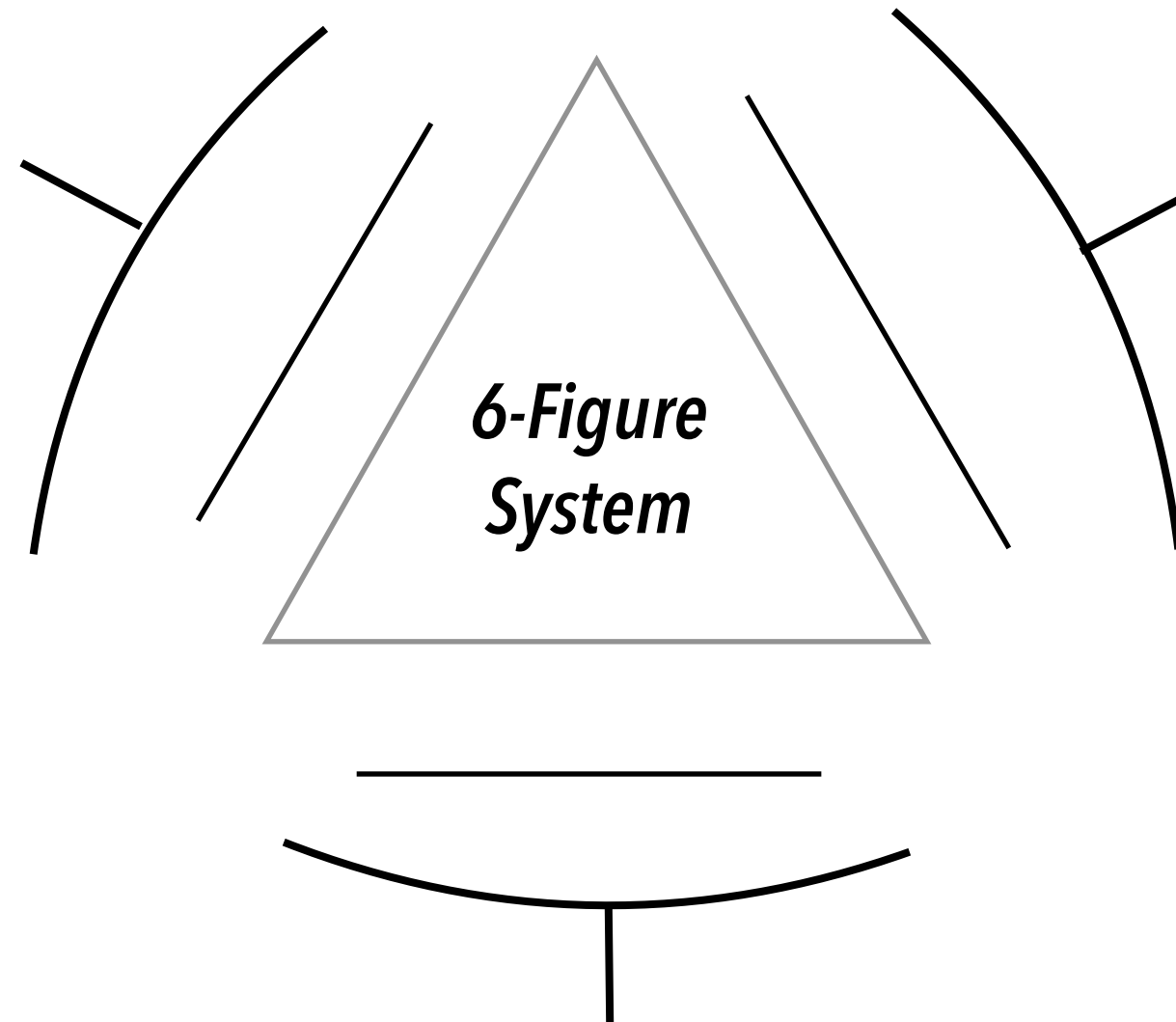
***Where is the empathy...?***



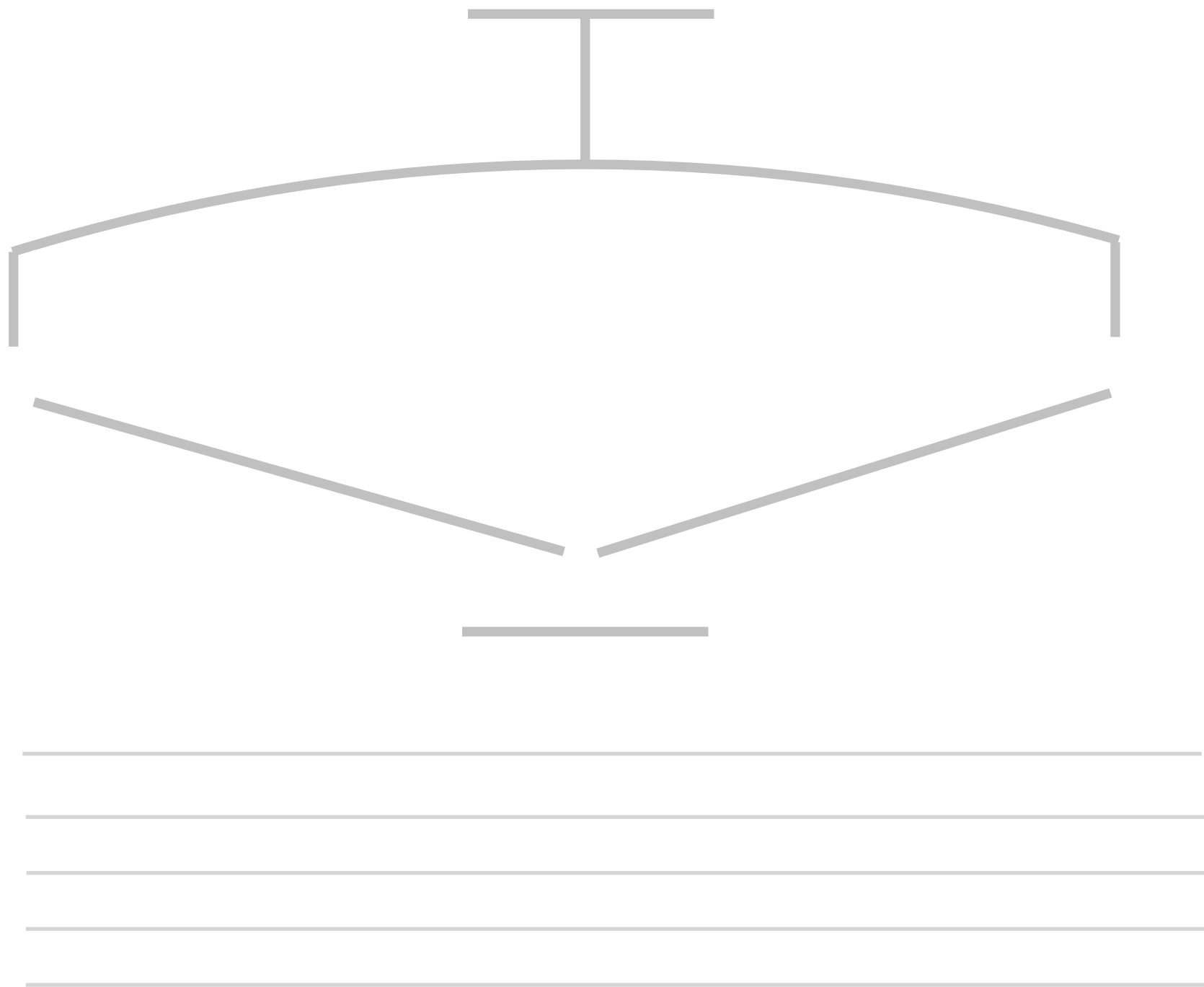




# THE 6-FIGURE BUSINESS SYSTEM™



***GO DEEP, THEN DEEPER!***





# YOUR AVATAR'S GOALS & FRUSTRATIONS

This powerful step will make each aspect of your marketing message more powerful and effective. Every clients decision is based around the level of pain they currently feel or their desire for pleasure. This framework addresses both pain and pleasure.

Attract

(Move Away)

**PAINS & FRUSTRATIONS**  
(Now)

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**FEARS & IMPLICATIONS**  
(Future)

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(Move Towards)

**WANTS & DESIRES**  
(Now)

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**DREAMS & ASPIRATIONS**  
(Future)

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# Ideal Client - Needs Matrix

| Now      | Future | Roadblock | Dream    |
|----------|--------|-----------|----------|
|          |        |           |          |
| Imagined | Real   | Achieve   | Solution |
|          |        |           |          |





