

Client Clarity *Cheat-Sheet*



IDEAL CLIENT



YOUR IDEAL CLIENT PROFILE IS WRITTEN IN YOUR FRAMEWORK!

If you're tired of "trying" to figure out who your ideal clients are, I have you covered! The qualities of your ideal clients are written directly in your framework! Everything from their values, desires, and goals, to their challenges, pain points, and end results they're seeking!

Answer the questions in the below sections to gain clarity on WHO your ideal clients are, what they want, and the language you'll use in your marketing copy to support them in saying YES to working with you. If you don't have a framework yet, interview a previous client and ask the questions below!

Don't have a signature program framework? [CLICK HERE](#) to learn how to create yours!

What are their top 2 values?

- 1) _____
- 2) _____

What feelings do they want to feel?

- 1) _____
- 2) _____

What goals drive them?

- 1) _____
- 2) _____

PRIORITIES



What challenges stop them from moving forward?

- 1) _____
- 2) _____

What feelings & fears keep them stuck?

- 1) _____
- 2) _____

What results are they looking for?

- 1) _____
- 2) _____

CHALLENGES



What are their favorite books?

1) _____

2) _____

Where do they hang out on
social media?

1) _____

2) _____

Who are their gurus?

1) _____

2) _____

OWN



How long will you be working
together? (i.e. days, weeks,
months)

What does implementation
look like?

What mental attitude will they
grow into?

TIME & EFFORT



YOUR IDEAL CLIENTS WILL BE ABLE TO PAY FULL PRICE FOR YOUR SERVICES!

List your packages below!

Package 1

Price:

Includes:

Package 2

Price:

Includes:

Package 3

Price:

Includes:

MONEY



Client CLARITY Cheat-Sheet

There you have it, coach! You now have the cheat-sheet to begin gaining clarity on YOUR ideal clients! But, do you feel like you need support in IMPLEMENTING these steps along the way? If so, you're in luck...

SIGN UP FOR A **FREE** MENTORING SESSION TO GET PERSONAL ABOUT HOW TO HONE IN ON YOUR IDEAL CLIENT & INCREASE YOUR INFLUENCE, IMPACT AND INCOME!



During this 45 minute call, we will cover:

- 1) The current stage of your business, and how to move forward FAST.
- 2) Qualities of previous clients. (the good, the bad, and the ugly)
- 3) Immediate next steps.
- 4) If a mentoring relationship between you and Team SLG is the right fit.



CLICK HERE FOR YOUR
FREE MENTORING SESSION