

## Virtual Product Creation Blueprint

# Clarity Worksheet

Spend a few minutes looking at the situation of your clients when they first come to you and write down everything that comes to mind about how that situation impact them in their daily life.

As you write this list, I want you to really connect with the **IMPACT** this situation is having on their personal well being and overall satisfaction in life.

[illegible]



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### Get Clear On WHO You Serve

Take some time to really consider the attributes of your best and worst clients.

Identify the Positive Psychological Traits that your Ideal Clients possess, and the Negative Psychological Traits that do NOT possess.

You want to know Who They ARE and Who They Are NOT.

#### Who They ARE

Identify the top 7 - 10 attributes of your Ideal Client. You want to be able to point to specific attributes of WHO they are that make them great clients... and that will ensure they have the highest probability of success with your program.

EG: They have a real business and deliver real results for their clients. They have the money to be able to invest in their business. They are action-takers. They take personal responsibility for their results.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

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### Who They Are NOT

Just as important as who they ARE, you want to identify the traits of who they are NOT. These are the things you don't want in a client or have had an experience of in the past that you don't want to repeat.

EG: Blame & complain. Don't take action. Are disrespectful. Create drama. Etc.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Taking the time to identify these traits and specific attributes of WHO and WHAT your clients are (and are not) will go a long way to helping you attract more of the right kind of people to your business.

You'll use these words and phrases throughout your marketing, education and sales processes to disqualify as many of those people you don't want to work with as possible, leaving only the clients you LOVE working with.