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# Snuggle Up with Your Ideal Clientto Create Your Dream Business

# Snuggle up with your ideal client to create your dream business.

# Intentions for this week:

* Learn how easy it is to magnetize your ideal clients to you by just BEING YOU and living your awesome life.
* Open up your Money Inflows by Remembering Who You Are; knowing this is a GAME changer !
* **Learn the magical 6 worded phrase which will make attracting your peeps the EASIEST thing EVER!**
* **Create your Ideal Client character with Amanda’s 50 powerful clarity coaching questions**
* **Decide if you have a viable cash producing business, one in which your ideal clients will easily invest in or if you are just running an expensive hobby as a business**
* **Learn how to use your ideal clients exact words to write HOT copy; setting you up for consistent ever flowing inflow streams of income year after year**
* **Save energy and make more money by not trying to save everybody, instead learn how to be yourself and serve your ideal clients, could this be an easier?**

**Week Three Check In:**

# It’s really important that you track your progress each and every week so that you can be accountable to your intention and desire. So please review *Week Three’s Action Steps* and check the boxes if you completed the action steps. If you have not completed Week One, please go back and work through the guidebook and complete all of the Action Steps so that you will have a solid foundation to build upon. Fair enough?

# Did you?...

🞎 Enjoy a few hours journaling your story.

🞎 Heartstorm your signature system, place your system on sticky notes, move them around into categories, place your sticky notes on a white board and sit with it for a few days

🞎 Revisit and make changes

🞎 Type your system up into as many steps as you have 3, 5 or 7 is best

🞎 Begin to think about ways in which you can leverage your system l

🞎 Share your *“this is WHO I AM statement”* in our private Facebook group so that we can see and hear you for who you really are!

# Open up your Money Inflows by Remembering Who You Are; knowing this is a GAME changer!

**I believe that you have gone through your life experience – the highs and lows, the good, the bad and the ugly for a reason. You are a unique emanation of God/Source/Love. You are like an individual sun beam radiating from the sun.**

**You were born for a purpose and of course that purpose was meant to live in JOY, love, freedom, flexibility and limitlessness. I believe that we all have a tribe of people we are contracted to on a soul level to serve and support on their path either for a long time or just a small part of their journey.**

**You matter! And you and your life experience are WORTHY of every desire and dream you have in your heart and you can have it all.**

**You are meant to serve the clients that you absolutely LOVE working with, and when you are working with them, you feel like you could do it all day long!**

**Your ideal clients energize and inspire you for many reasons, one being that they remind you of where you were a few years / months back. Now that you are on the other side of your issue / problem you can really help your peeps. And remember you don’t have to be totally HEALED and transformed; you just have to be a few steps ahead of your ideal clients. It’s like you are a 3rd grader and they are in 1st grade. Ahhh……….. that takes the pressure off!**

**Let’s dive into who your ideal clients are.**

**The 6 secret words which make attracting your peeps the EASIEST thing EVER!**

***“Girl, I want what you’ve got!”***

**Your target market is a group of awesome people you LOVE who want what you have to offer. You might hear them say, *“girl, I want what you’ve got!”***

**And what you “got” may be something that you don’t even think is that special but they do! What you’ve “got” may be a beautiful marriage, a healthy body and that you’re an awesome parent. Or maybe it’s that you are a free spirit and love traveling and adventure. Or it could be that you had the courage to get divorced or to start your own business or to overcome a health challenge. Or that you have you down incredible things with your body.**

**Write a list of what you’ve “got.” Don’t be shy here. This is your chance to shine your light and to acknowledge all that you have accomplished. And to also give gratitude for your God-given gifts and talents.**

**1. My “what I’ve got” list.**

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**2. What’s unique about me?**

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**3. What have I done that others don’t even know about? (Example: skied naked, sang back-up in a band, had a natural home birth, swam with the dolphins, had a love affair in Paris, was a competitive athlete of some kind, did some kind of service project.) Think way back to your childhood for the juicy stuff! Write about all of your life experience from your first job to your hobbies and interests.**

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**Looking at what makes you special and unique is important because your clients are a mirror of you. Chances are they have done a lot of the fun and crazy things you have done and can really relate to you since they see themselves in you. What is PERSONAL is UNIVERSAL. They see what you have accomplished and become and they see that they can have that too.**

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**What’s Personal is Universal**

**Let’s take a deeper look at YOU.**

**What are you top 5 values? Examples: Love, Adventure, Beauty, Nature, Service, Creativity, Discovery, Mastery, Pleasure, Health, Travel, Freedom, Family, Truth, Sensuality, Indulgence, Fun, Spirituality, God, Money, etc**

**My Top 5 Values**

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| **1.** |  |
| **2.** |  |
| **3.** |  |
| **4.** |  |
| **5.** |  |

**Chances are your ideal client has the same or very similar values as you. Knowing and living your values will help you own your brand more and will make you irresistible to your ideal clients. *Could this be ANY easier?***

**Create your Ideal Client character with Amanda’s powerful clarity coaching questions**

**Identifying *Your* Ideal Client**

**Your ideal clients can have common characteristics like: values, gender, fears, desires, and life interests.**

**Please Note: Everyone is NOT your target market. You need to create an ideal client character in your mind to help you focus on who she is. You are not here to save every person on the planet.**

**When thinking of about your ideal client or target market it’s best to think about 1 person. This person is your spokesperson for your tribe of ideal clients. This person is the average of everyone.**

**You want to get a very clear picture in your heart and in your mind of YOUR ideal client. It isn’t a real person-it’s a character you’re inventing. They may have qualities of people you know or aspects of clients you’ve worked with… but don’t make your target market be exactly like one person you know.**

**Ideally your target market will be a MIX of at least 5 people you know or have served before. Remember, they are an average of your ideal client.**

**Bonus Tip: Give your ideal client a name. And any time you write anything .. a blog post, an ezine article, a sales page, a facebook post or give a free call you are speaking to her. My ideal client is named SARAH and I visualize her every time I create and market anything! This will really help with your marketing materials.**

**My ideal clients name is:**

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**Answer these questions to help you craft your ideal client character.**

**1. List the names of past “ideal” clients you’ve worked with (or people you would like to work with.)**

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**2. Create an ideal client character profile in your mind.**

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**3. Describe your ideal client in words…**

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**4. Identify what your Ideal Client Wants.**

**You need to get super clear on exactly what your ideal client WANTS in *their* words, feelings and in their heart… not what you think they NEED. This is how you will actually monetize and have a profitable business. This is a crucial distinction to make because people will pull out their credit cards for what they WANT not for what you think they need!**

**Answer these questions…no slacking here! Go deep into this!**

**1. What do they want?**

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**2. What keeps them up at night? *Picture them tossing and turning in bed, staring at the wall, eyes wide open plagued by some ISSUE. They can’t sleep because why…..***

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**3. What are they afraid of? What are their biggest fears?**

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**4. What are they angry about?**

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**5. What are their top three daily frustrations?**

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| **1.** |  |
| **2.** |  |
| **3.** |  |

**6. What do they secretly desire most?**

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**7. What’s the exact language they use to describe their problems and desires?**

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**8. What is one goal that seems unattainable to them?**

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**9. What objections do they have about buying your program/hitting leather for help?**

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**10. What does she like to read?**

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**11. What shows if any does she watch?**

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**12. What are her favorite brands and why?**

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**13. Where does she like to shop for clothes, groceries etc?**

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**14. Where does she like to go on adventures to?**

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**15. What kind of exercise does she do?**

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**16. What is HER money story?**

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**17. What is her mom’s money story?**

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**18. What is her dad’s money story?**

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**19. What kind of family is she from?**

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**20. What kind of family does she have now?**

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**21. What events, seminars, leaders does she watch and follow?**

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**22. Is she active in social media?**

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**23. Does she watch YouTube videos? Does she read emails?**

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**24. Does she have an iphone?**

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**25. What kind of underwear does she wear?**

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**26. What’s her diet like?**

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**27. What celebrity crushes does she have, if any?**

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**28. What are her religious or spiritual beliefs? Was she raised a religion?**

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**29. What is her God story?**

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**30. What are beliefs about life and death?**

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**31. Does she have a house keeper?**

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**32. How many sexual partners has she had? Is she intimate with her beloved?**

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**33. What’s her favorite kind of treat?**

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**34. How does she like to reward herself?**

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**35. What countries has she been to?**

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**36. What was her first car?**

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**37. Does she have debt? What is her credit card story?**

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**38. Does she own her house or rent?**

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**39. Where does she live? And why?**

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**40. What size are her clothes and dresses and her shoe size?**

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**41. What kind of makeup does she wear if any?**

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**42. How much money does she have in her bank account?**

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**43. Is she a mom? If so, what was her birth story with her children?**

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**44. What was HER birth story?**

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**45. Was she breastfed?**

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**46. What is her relationship like with her grandparents?**

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**47. What grosses her out?**

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**48. What turns her on?**

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**49. What color are her eyes?**

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**50. What does her hair look like? What color is it?**

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**51. What does her body look like and feel like to her?**

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**52. What would they pay ANYTHING and do ANYTHING to solve/get rid of/achieve? Write out 5 answers to this question…**

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| **1.** |  |
| **2.** |  |
| **3.** |  |
| **4.** |  |
| **5.** |  |

**If you are not sure how to answer these questions try three different ways to find the answers to these questions…**

**1) Ask them personally**

**2) Ask people who know them**

**3) Survey them**

**Assignment: Interview 5 people who fit your ideal client profile and ask them the above questions.**

**Learn how to use your ideal clients’ exact words to write HOT copy; setting you up for consistent ever flowing inflow streams of income year after year**

**When interviewing your ideal clients and working with your current clients really LISTEN to what they are saying and write down their pain points WORD for WORD. Their words are your GOLD MINE (think CASH) for your marketing copy! You may ask them if you can record the interview too.**

**Decide if you have a viable cash producing business, one in which your ideal clients will easily invest in or if you are just running an expensive hobby as a business**

**The hard question….. determine the viability of your ideal client character.**

**Once you’ve created your ideal client character and named her, it’s important to ask yourself whether this is a viable target, after all you are in BUSINESS for a reason and that is to make money not for charity!**

**Here are some questions to ask yourself. Answer these questions honestly!**

**1. Can you find them easily? If yes, where?**

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**2. Do they have a problem worth solving and in which they will PAY to have solved?**

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**3. Does their problem hurt enough that they will pull out their Visa or Mastercard to solve it?**

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**4. Do they have the ability to pay for your services?**

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**5. Are there enough of them?**

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**6. Is there a list of these people somewhere - an association of them, support groups, congregations etc?**

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**Learn Amanda’s FUN and creative 3 step process for identifying your ideal clients; this 3 step process will make you rich!**

**For those of you who want to go to the extra mile, I’m giving you a BONUS coaching assignment.**

**Step 1: Create a list of 100 (not less than!) characteristics, facts, figures, likes, dislikes, pains and desires of your ideal client. The clarity coaching questions above will make this process a breeze for you.**

**The more work you do NOW in identifying your ideal client the easier it will be for you to serve, market and receive money in your business.**

**Go for it!**

**Step 2: Write up a two page description of your ideal client and share it with your coach or your master mind buddy.**

**Step 3: Extra Extra Bonus Coaching Assignment: Get Super Creative…and make your ideal client come to LIFE so that you can feel her in your BONES.**

**Here’s your assignment**

**1. Create a vision board or a collage about your ideal client. You can do this with magazine cutouts or by creating a VISION movie using something life Imovie or Animoto.com**

**2. Look at your vision board or watch your video at least twice a day. Get to know your ideal client.**

**3. Your ideal client will make you rich.**

# actionsteps

# Complete this week’s form entirely taking time to answer each question and doing every exercise.

🞎 Dive into this guidebook like your life depends on it. Answer every single question in this guidebook no matter what. You may want to interview a few peeps if you are just getting started with identifying your ideal client. Make a list of who you can connect with and then schedule your interviews ASAP.

🞎 Name your ideal client.

🞎 Write up a two page super detailed description of your ideal client and read it every day. Whenever you are marketing anything… writing an ezine, posting a blog or a social media tip think about and WRITE it for YOUR IDEAL CLIENT. *(Example: I am writing this to Sarah).* Share your two page detailed ideal client description with your coach or master mind buddy.

🞎 Create a vision board or vision movie about your ideal client and watch it every day.

🞎 Tell us about your ideal client on our private Facebook forum!