



WORKSHEET

Crafting Your Unique Message

Ideal Client Questionnaire

Picture your ideal client. First take your time to get them as clear as possible in your mind. Then add detail by answering the following:

What is their name?: _____

Gender? _____

How old are they? _____

Where do they live: _____

What sort of home do they live in? _____

How do they dress? _____

What do they do for a living? _____

How much do they earn? _____

What sort of hours do they work? _____

Are they married/single: _____

Have they got children? How many? _____

What are their highest values? _____

What do they enjoy doing in their spare time? _____

What do they actually do with their spare time? _____

Where did they last go on holiday? _____

Add anything else specific that helps them to come to life in your mind:

Then in relation to the thing you can help them with:

What is their biggest frustration or problem? _____

What makes them most unhappy about this? _____

What is their greatest fear? _____

What keeps them awake at night? _____

If you could wave a magic wand for them what do they want more than anything?

What mistakes are they currently making? _____

In what way are they in danger? _____

What is their greatest aspiration for the future? _____

What is the number one outcome or result you can help them to achieve?

What other benefits will they get as a result of resolving this problem?

(Consider financial, physical, emotional and spiritual benefits)

Where do they need to be at physically/emotionally/financially or

spiritually in order to get the most benefit from working with you?

What will it cost them to NOT make this change? (consider the financial, physical, emotional and spiritual cost)

Are they willing to invest to resolve their biggest problem or frustration?

What is your red velvet rope?

Other Notes:

My Ideal Client – Avatar

Using the answers to the Ideal Client Questionnaire above, write a paragraph describing your Ideal Client. Really get into the flow of this, let them come to life fully in your mind and describe them in as much detail as possible.

List 10 Key Characteristics of your Ideal Client:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Identify your Unique Value

What is the key message that you want to communicate?

What makes you or your work Unique?

Who else is doing what you are doing, or similar?

How are you different from them? What have you got that they don't?

What is your Big Why?

Your Captivating Introduction

Use the answers to the Ideal Client Exercise to fill in these blanks:

Who is your ideal client/target market?

What is their biggest problem or pain?

What is the biggest result or outcome you can help them achieve?

What is the higher emotional benefit this will give them?

Now use one of these formulas to create a short but Captivating Introduction which can be delivered in just 1 or 2 sentences, or less than 30 seconds.

You know how *ideal client / target market* have *problem/pain*? Well what I do is help them to *result* which gives them *higher emotional benefit*

I work with *ideal client / target market* who have *problem/pain* , and I help them to *achieve result* in order to *higher emotional benefit*

I help *ideal client / target market*, who want *result*

I help *ideal client / target market* to *achieve higher emotional benefit*

More important than a formula you have to feel comfortable - it has to flow for you. It *will* change a bit every time you say it – this is about having conversations not “pitching”

Workshop your Captivating Introduction here:
