

Define Your Company

This worksheet will require some thinking, but it will set you up so that everything you do, say, and write will speak *directly* to your most perfect customers or clients. You cannot charge premium prices while pleasing the “masses.” You must zero in on your Ideal Client’s deep personality traits.

The biggest result I can help a business or person achieve is?

(Insert answer here - *Be as detailed as possible*)

The most I’ve ever charged for a product/service?

(Insert answer here)

I’ve created an product/service before? Yes or No

(Insert answer here)

I have an email list or database I can email to about my product/service? Yes or No

(Insert answer here)

I know people who have an email list I can email to about my product/service? Yes or No

(Insert answer here)

What other “assets” do you have to promote your product/service? e.g. Facebook fan page, twitter following, etc?

(Insert answer here)

Describe in 8 weeks what you want to accomplish?

(Insert answer here)

Describe the favorite client you’ve ever had that you want more of...

(Insert answer here)

What’s the biggest problem your most ideal client has?

(Insert answer here)

What are THE four to five steps for them to achieve success and get results?

(Insert answer here)

MARKET DETAILS

1. What keeps your perfect client awake at night (worrying, fearful, anxious)?

(Insert answer here)

2. What humiliates your perfect client (an event or occurrence they are trying to avoid)?

(Insert answer here)

3. What makes your perfect client angry (something they are upset with, either in their own lives or that of someone else)?

(Insert answer here)

4. What kind of values does your perfect client have (the most common values, these are things that make them a great fit for your specific product/service)?

(Insert answer here)

5. What is their most urgent, pressing crisis they have to have solved right away (the real pain they're facing, the thing they need fixed immediately)?

(Insert answer here)

6. What are the top 3 things that frustrate your perfect clients on a daily basis (is it doing things they don't want to do? people? circumstances? chores?)?

(Insert answer here)

7. What does your perfect client want more than anything else?

(Insert answer here)

8. On average, what is the age of your perfect client?

(Insert answer here)

9. Is your perfect client in debt?

(Insert answer here)

10. What is the BIGGEST MISTAKE your perfect client is making right now (related to the problem you solve)?

(Insert answer here)

11. How do you want visitors to feel when they see your site, read your emails, and encounter your brand (specific thoughts, emotions, feelings, etc)?

(Insert answer here)

12. Does your client use "slang" in their language (certain phrases or common words)?

(Insert answer here)

13. What is your perfect client thankful for (positive emotions they are feeling)?

(Insert answer here)

14. What does your perfect client complain about when they're with their friends or family (i.e. "not enough money," "not enough time," "don't know how to do something," etc)?

(Insert answer here)

15. Why does your perfect client NEED what you are selling (a result? a feeling? can be anything)

(Insert answer here)

16. What other products or services is your client buying right now (similar books, similar training, similar services, etc)?

(Insert answer here)

17. How aware is your perfect client of their problem that your product/service solves (do they need to be educated on how bad their problems are or do they know)?

(Insert answer here)

YOUR CORE STORY

18. What has been your success story? (NOTE: think of how you came to be in your position... what led you here? Fit your story into one of the three following choices)

A. Hometown Boy Makes Good - a story of the underdog, your clients bond with you because you communicate to them "I did it, and now you can do it too."

Example: I was broke, lost it all, made a discovery that changed my life, and now I'm going to share it with you so your life can be changed too.

B. Reluctant Hero - you are only selling your services because ppl are demanding it of you... you're just a regular person & the spotlight freaks you out but you "fell into this position" and doing what you do is simply a favor you're doing for the market.

Example: I stumbled onto something amazing... everybody found out and now they want to know about it - "Please bear with me, I'm not a professional, but I'll share with you what I know."

C. *Us VS Them* - crusading for a cause against a common enemy.

Example: It isn't your fault — you can be a part of the solution (an inside community) and I'll show you the "real enemy" (religion, military, the "system"). "They" used to benefit from OUR suffering, but not any longer.

19. What is your '60-second' defining hook? (NOTE: I'm _____, and for years I _____. Then I discovered _____, and now I _____.)

The formula here is *IDENTITY, STRUGGLE, DISCOVERY, RESULT.*

Example: "I'm Taylor. For years I tried (and failed) to make a living by selling cheap e-Books & telling people how awesome I was. Then I discovered a 7,000 year old "secret" sales script that completely turned around my business. Now I help CEOs and business owners install this sales script into their companies to triple their sales in less than 30 days.

20. What do you do for fun?

(Insert answer here)

21. What makes you angry?

(Insert answer here)

22. What do you do to relax and recharge?

(Insert answer here)

23. If you could snap your fingers and remove one chore or task from your life what would that be?

(Insert answer here)

24. Name a skill that comes naturally to you:

(Insert answer here)

25. Name a skill that is difficult for you:

(Insert answer here)

PROGRAM DETAILS

26. In one sentence, what do you provide to your customers or clients that nobody else does?

(Insert answer here)

Example: "I combine premium coaching for personal trainers with an online accountability software that will automatically take money out of your bank account and send it to your accountability partner if you don't check off your "to-do's" every day. A program that will not let you fail!"

YOUR MISSION

What do your best clients have in common?

- *Demographics* (gender, age, ethnicity, home ownership, business type, employment status, location, etc)
- *Psychographics* (personality, values, attitudes, interests, lifestyles, sophistication)

What do your worst clients have in common?

- *Demographics*
- *Psychographics*

Who do you love working with?

- *Demographics*
- *Psychographics*

Who do you find difficult to sell to?

- *Demographics*
- *Psychographics*

Your "High-Value Client" Description:

I help [target market] solve/achieve [desired result], without [pain], so they can [huge benefit].

I work with [target market] who:

- [qualification]
- [qualification]
- [qualification]

I refuse to work with people who:

- [disqualification]

- [disqualification]
- [disqualification]

Without me, these people will [struggle]. This means they will experience [expand on their struggle]. But with my help, these people will [examples of how working with you will impact them]. This benefits them because [expansion of the benefits].

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