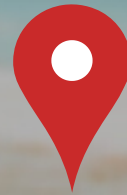


3-DAY EVENT

Attracting the Right Clients



**How to identify and attract
the right clients for your
business.**

Client Avatar Worksheet

Your Why Statement:

Who Is Your Ideal Customer? _____

What Are Their Goals/Dream World? _____

What Are Their Objections/Misunderstandings? _____

How Do They Make Decisions? _____

Why Would They Choose Your Competitor Over You? _____

Why Would They Choose You Over Your Competitor? _____

Client Avatar Worksheet

What Type of Customers Do You NOT Want? _____

Let's Give Them a Name: _____ Age: _____

Describe key characteristics of this person. What do they value, what are they currently talking about and what will they be facing in 2022 that you can help them with?

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What Are Your Most Profitable Products/Services?

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-
-

Why Would They Purchase This Product/Service From You Today?

What Benefit Would They Receive?



THANK YOU FOR JOINING US

You're Just Getting Started

SEE YOU ON THE NEXT WEBINAR