



Bring Your Ideal Clients to Life!

Your niche is the group of people you most want to serve. One fun way to connect with them is to think of a specific situation in which they might find themselves.

This exercise will help you bring your ideal clients to life!

When you bring your clients to life, it ignites your imagination and makes it easier to talk with them about what you do.

It will also give you great credibility with your ideal client. They will know that you really get them and understand what they are experiencing.

It is common to think in broad or vague terms when it comes to how you help your ideal client.

When you are able to get specific, it will bring you to a whole new level of clarity in how you convey what you do.

Here are three examples of specific situations a potential client might find themselves in:

- A woman is sitting at her computer signing up for an online dating site for the first time.
- A man just left his boss's office where he was given yet another lame assignment and for the 100th time, he realizes he hates his job!
- A life coach is at a networking meeting and hears one coach after another describe what they do to the group.



Now it's your turn. Write down a few situations in which your ideal clients might find themselves.

[Three large light blue rectangular boxes for writing situations]

Now let's look at the problems that might arise in those situations. Here's some examples:

- As she fills out her profile she realizes she has no idea what kind of person she is looking for and she has no idea how to date!
- He wants to find a job he really likes and doesn't know where to start.
- She loses her confidence by the time it's her turn to speak. She realizes she doesn't know how to talk about what she does

Now it's your turn. Name a few problems that might arise for your ideal client in the situations you have named.

[Three large light blue rectangular boxes for writing problems]



Now let's look at the solutions you would offer that person in those situations with those problems.

Examples:

- I help women see what they value most in a relationship and learn a way of dating that works for who they are now.
- I help people look at their passion and talents to identify an ideal career path.
- I teach life coaches how to create a successful business that fulfills their soul's purpose. With the right tools and mindset, they go from having a part-time practice to a full-time, prosperous career.

Now it's your turn. Write a few solutions for your ideal clients in the situations and with the problems you have identified.

Three large, empty light blue rectangular boxes provided for writing solutions.

Put it all together by writing a couple of scenarios of your own. You can simply combine what you have already written.

Example:

A woman is sitting at her computer signing up for an online dating site for the first time. As she fills out her profile she realizes she has no idea what kind of person she is looking for and she has no idea how to date! Well what I do is help women see what they value most in a relationship and learn a way of dating that works for who they are now.



Or play with a new combination of problems and solutions.

Example of playing with a scenario:

After uncovering a specific situation, problem and solution you might find it expands something like this.

A life coach is at a networking meeting and hears one person after another describe clearly what they do. Some of them sound stiff and inauthentic but at least they are clear. She doesn't want to sound fake, but she doesn't know how to speak authentically about what she does.

Well, what I do is help life coaches identify the niche that resonates with their true calling so they can easily and compellingly promote what they do to their ideal clients.

Now it's your turn. Write a couple of scenarios that bring your ideal clients to life!