Module 2

Who Are You Serving?



OBJECTIVE:

Getting to know you, who you are, what your passions are, what your inspirations are, your WHY. We will also go over your story and sharing this within your brand as part of attracting the right audience. We will go over "Who You Are Serving?"

Client Attracting Strategy

1) Prepare Schedule Link

I recommend using Calendly.com!

2) Your Ideal Client

Questions that get your CLARITY on WHO YOU ARE SERVING

What are you client's biggest challenge or struggle right now?

What do they wish they could do better?

What keeps your client up at night?

What do they need most to get results?

Ideal Client Profile

Age:	Gender:	Married/Single:	Kids:

Career/Profession:

Additional Notes:

2) Craft Your "About Me " Page

> How long have you been doing what you do?

> Insert your compelling story

> I healed my past and started inspiring other people to do this [xyz]

> Since then I've worked with ….

> I work with service workers, customer service reps , directors and execs…

> What makes you different?

> What type of clients do you work best with?

> What type of professionals are your programs NOT going to work for?

*this is where you state that your client will need to make a financial investment to work with you… otherwise you invite them to sign up for your FB Group or email list.

> What does your system include?

> Does this really work? Attach your clientele

> List off a ton of results

> How Quickly Can I get results?

> How can I gaurantee that I will get my invest back in record time?

> Provide your contact info to welcome your client to reach you if they have questions.

Client Testimonials and Place in Google Docs

3-4 Testimonials that answer the following:

1) Where the client was before meeting you.

2) What transformation the client received after your coaching or service.