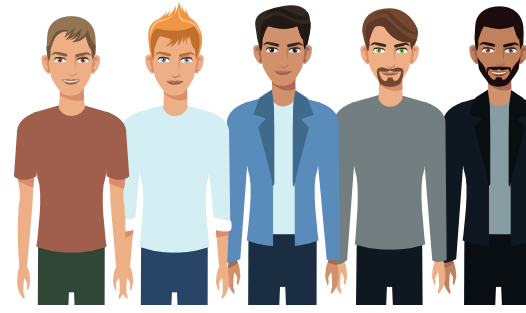


MAP THE TRAITS YOUR IDEAL CLIENTS HAVE!

Use this worksheet to fill your funnels with the right people who'll love what you do and how you help them!



Worksheet Created by:
Leads Launch LEVERAGE



INTEREST

Potential ideal clients need to be interested in your offering. They need to be curious. You can educate your prospects but if they're not interested you're going to do a lot of hard work trying to change their minds!

Name three things your ideal clients that will pique their curiosity.

1. _____
2. _____
3. _____
- _____
- _____

1. _____
2. _____
3. _____
- _____
- _____

DILEMMA

Without the dilemma there's nothing to motivate them towards working with you. What 3 things related to what you do will play on your ideal client's mind?

EVERGREEN

The interest and dilemma should be evergreen, frequently happening to enough people - the Ideal client - who doesn't just grow out of the dilemma or lose interest

Things that are evergreen include:

- * Weightloss
- * Learning a skill
- * Desire to know who we truly are

What's evergreen in your industry?

1. _____
2. _____
3. _____
- _____
- _____

1. _____
2. _____
3. _____
- _____
- _____

ACCESSIBLE

The ideal clients should be accessible to you. And it goes without saying you should be accessible to them. Accessibility comes through networking on social media, asking and making introductions and marketing. Name 3 places you're accessible to your ideal clients

1. _____
2. _____
3. _____

LUCRATIVE

Research what people are willing to pay for and adapt your offers to fit

1. What is the top price your ideal client will pay
2. What is the lowest price your ideal client will pay?
3. What extras will they be looking for?

For comprehensive training on Ideal Clients visit
LeadsLaunchLeverage.com/ideal