

client attraction blueprint



Action Guide Discovering Your Perfect Target Market

Welcome to one of our most important section worksheets! Let's start off with this quick statement as a useful guideline for this module. *"What we can articulate and accept, we can create."*

So in this Action Guide, we are going to help you gain massive clarity on your ideal client and target audience.

The goal is to identify amazing clients that really want to work with you.

Before we begin, I'll invite you to briefly close your eyes and visualize this next scenario after you've read it. Let your mind run wild with the answer to this one question and then sketch your results on a piece of paper afterwards.

Here's the visualization: If you were on an island with five to twenty clients, who would they be?

Imagine that those on the island with you were fun, open to your support and pleasant to be around. Imagine that they were eager to compensate you in excess of \$5,000 - \$100,000 per month! If you are selling a product oppose to a service, apply this to the best client you could imagine.

Who are these people? How do they look? What do they talk about? How are your interactions? Who are the fun ones that value you and what you have to offer?

Let's begin by having you gain...

...a crystal clear image of exactly who your ideal client really is. We're going to blueprint exactly who, what, where and most importantly... why they are!

Don't worry, I'll show you where to find these dream clients in abundance, so for now, let's just focus on who they are and what drives them!

Please print this action guide and answer the questions below as honestly as possible.

Knowing exactly who you will target in your business is critical to avoid wasting time and money. Do your best to be specific so you can ensure your message reaches the right person. Your advertising costs will also be lower because you'll know where to find them.

Let's align your motivations and intentions...

Do you currently feel well compensated for your time? Circle Yes or No

Are you hungry for more committed clients? Circle Yes or No

With your wisdom, skill and experience, can you make a MAJOR difference in your clients life, business and personal well-being? Circle Yes or No

What is your "working" expert time worth per hour?

- A. \$150 per hour
- B. \$300 per hour
- C. \$600 per hour
- D. \$2,000 per hour

- E. \$10,000 per hour
- F. Gee, it's hard to put that into a dollar figure Corey

What is your main pain that drove you in this direction of this career? _____
_____.

What pleasure are you pursuing in this career? _____
_____.

Remember, what you can accept and articulate, you can create.

Let's articulate who your #1 Ideal High Paying Client is...

What mantra, credo or pattern do they live by? (Or what's their favorite life saying?)

_____.

In their life, what repetitive pattern is really working for them? _____

_____.

What do they hate doing every day and why? _____

_____.

What is their reason for waking up every day? _____

_____.

What do they truly struggle with in their life or business? _____

Where are they looking for support to solve their major struggle? _____

What bullshit story “in their head” are they telling themselves that causes them to doubt themselves, freeze up or limit their potential?

What personal shortcoming are they refusing to look at in their own life that they need to?

In their mind, what is the cause of their problem or obstacle? _____

In their mind, what solution do they think they need? _____

In your expertise, what solution do they really need that you can provide for them in a simple, chronological and easy to replicate step by step way?

Does your solution, product or service weave into your personal success story? Circle Yes or No

Is your solution tried and true? Circle Yes or No

Do you have any doubt about your ability to help your ideal client and what are those doubts? (You should be able to list at least one. EX: Technology issues, logistics, customer service, time constraints, getting them to take action...) Circle Yes or No

Has your ideal client actually spent money before on this problem? Circle Yes or No

Are you truly a valuable resource for them and why? _____

What does your ideal client waste money on? _____

When your ideal client “Checks Out” or escapes from their stress of life, what do they do as a stress relieving hobby / vice?

How do they generate money? _____

Why are they successful at it? _____

What main attribute or personality trait makes them successful in life? _____

What repetitive thought "in their mind" brings them the most grief and worry? _____

If they're not sleeping, what might be keeping them up at night? _____

Do you and them hold similar life or business Visions or goals? Circle Yes or No

If so, what is the biggest one? If not, how is their vision different? _____

Were you once like them in a certain regard? Meaning, did you overcome something or succeed in an area that they would like to? Circle Yes or No

In what area or specific topic? _____.

If they said “Take me by the hand and show me, knowing that their life or their kids’ lives are at stake...” Would you take their hand and guide them? Circle Yes or No

Why specifically should they trust you and feel safe with your guidance? _____

_____.

Let’s articulate where your #1 Ideal High Paying Client is...

_____.

Do you like these same hobbies / vices? Which ones?

_____.

Where do your ideal clients hang out in person?

_____.

What type of grocery stores do they shop at?

How do they exercise and where at?

Are you hanging out at any of these places or involved in those communities? Yes or No

What Facebook groups might they regularly visit online?

What blogs or Guru websites might they have bookmarked in their internet browser?

How do they consume their news and from what source?

Do they prefer to spend time alone or are they more social? (Circle) Introvert or Extrovert

What do they look at on Facebook or Instagram in their free time? _____

Are they homeowners and why? Yes or No _____

Are they initially more likely to consume your content and support through video (Youtube, Facebook, etc), audio (blog, Podcast, etc) or live in person at a workshop or event and why?

Success... Way to go!



If you haven't yet, print this out and fill in the answers. Feel free to send me a copy of it so I can give you my feedback at corey@coreyteramana.com.

If you enjoyed this and are interested in developing next level leadership qualities to support your life, your business and your relationships, come try out our Inner Circle Leadership Mastermind team. Over the years, both men and women alike have been coming together to play a bigger game that directly impacts their success with everything in life, including their finances and their overall effectiveness in relationships. [Click here to check it out!](#)

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Looking for a powerful sales funnel (website) solution designed to help you generate leads, convert sales and increase your overall business success?

Great, I've built you a few and I'm giving you all three of my proven drag and drop funnels that I've used to make money with and simplify my business life! They even come with a free 14 day trial so you can see if you like the software called ClickFunnels. Hands down, it's the best I've ever come accross!

To download any or all of these prebuilt funnels, all you have to do is click the images or copy and paste their individual links into your browser. The best news is that the download will start automatically!

Here is the first funnel... [click this link](https://app.clickfunnels.com/funnels/6099983/share/rtu6p47o2v8akqk9) to start automatic download and free account setup: <https://app.clickfunnels.com/funnels/6099983/share/rtu6p47o2v8akqk9>



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