

## LESSON 4

# HANDOUT 1 - THE CIRCLE EXERCISE

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This handout is to remind you the various categories of client information you want to capture to have what you need to go out and find clients.

Before you begin, you might also choose to watch [this extended Facebook video from Jenny](#) to walk through another example of the circle exercise.

## THE CIRCLE EXERCISE

### 100% MUSTS

These are characteristics of your target client that are absolute musts for them to work with you and you with them.

Aim for a minimum of 5 items, though more is better!

### ~20-99%

This is the most broad category of characteristics, and you want to aim for at least 20 traits, though more is better!

It's helpful to think of things at both end of the percentage spectrum, at 20% and at 99%.

Once you start working this, you'll be amazed at how long this list can be!

### <20% BUT NOTEWORTHY

The final category is the characteristics of your clients that aren't 20% but are noteworthy and could give you a good direction for finding clients.

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Aim for at least 5 items here in the <20% but noteworthy category, though more is always better!

## FILL OUT YOUR CIRCLE (OR MAKE A LIST IN A DOCUMENT)

To complete the circle exercise, move through each of the categories. You can put this on the following page, if you like to write by hand, or you can simply list them in a document on your computer.

Step 1. Complete the inside of the circle, the 100% musts, with at least 5 characteristics.

Step 2. List out at least 20 ~20-99% characteristics.

Step 3. List at least 5 <20% but noteworthy characteristics.

Step 4. Go through each list over and over. The more you work on it, the more ideas will come to you!

Step 5. Revisit and refine often!

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