



Module 2: Figure out Who Your Dream Clients Are and Make Yourself Irresistible to Them By Being Yourself



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Module 2 - Overview

Content:

- How to Tune in to the Goddess of Compassion and the frequency of unconditional love towards yourself and your dream clients so you can **access your true self – this is the part of you that is irresistible** to those you are meant to serve
- The #1 secret to being utterly magnetic and irresistible to your dream clients.
- 3 tips to help you effectively **claim who you want to serve once and for all**—and decide what you’ll do to help them.
- The **biggest mistake that most heart-based entrepreneurs are making** and how to avoid it (this will practically guarantee you clients this month.)
- How to define **what your clients REALLY want from you** (you may be focused on what you think they want and you could be losing thousands of dollars in your business because of one wrong perspective.)

Bonuses:

- ⇒ A meditative and informative audio that helps you tune into the Goddess of Compassion energy as you create your purpose, vision, mission and big why delivered by a surprise guest.
- ⇒ A comprehensive list of real problems that high-paying clients have and are longing for you to solve.
- ⇒ How to share what you do in a way that magnetizes your dream clients (“Bye bye” elevator pitch, “Hello” authentic connection.)
- ⇒ How to figure out your Magic Number (your audacious money goal for the month), define it and take the bold steps that will get you there.

Tune into the Goddess of Compassion Energy

Listen to the audio about the Goddess of Compassion and tune into that frequency before diving in to the rest of this work. It will shift and change what you bring to your exploration of who you serve and how you serve them.

After listening to the audio ...

Ask yourself, is there anything that wants to be shared from the lavender temple of the Goddess of Compassion, maybe a word or an image or a felt sense or some kind of message, could be a place where there is stuck energy -- whatever is real in this moment that wants to be shared into the collective cauldron. *Feel free to post in the Facebook group about your experience, if you would like to be witnessed.*

Let's do a little bit of a deepening into the Goddess of Compassion archetype before we dive into Big Why, Purpose, Mission and Dream Vision.

Qualities of the Goddess of Compassion

"She Who Enfolds in Mercy, Forgiveness and Compassion." The way of the Goddess of Compassion is the way of unconditional love and mercy. This archetypal aspect of the Goddess is the essence of divine perfect love. As with Kwan Yin, She acknowledges and empowers herself and others through fluidity and being in the flow. The Goddess of Compassion's transcendent function in the Mystery is the transmutation of the very perception of suffering.

The shadow of this aspect of the Goddess as it plays out in us, can be seen in personal self-denial, that is having more compassion for everyone else than oneself. In this shadow "no" tends not to be in the vocabulary and no boundaries are set for self-care. This tendency to be a rescue/savior in the name of compassion, actually feeds co-dependency and emotional addiction rather than self-responsibility and growth.

In the business world, I extend this to the situation of women overgiving of their services and undervaluing themselves, not getting paid well for their gifts.

The Goddess of Compassion's gateway is accessed through humility and forgiveness.

"I recognize. I seed."

We are dipping into the richness of this archetype in this course. If you wish to go deeper, I'd be happy to introduce you to my mentors in this lineage. This archetypal work is derived from the 13 Moon Oracle, channeled through Ariel Spilsbury.

Light and Shadow Qualities

With every archetype, there are both the light qualities that we want to enhance in our being, and shadow qualities, the things we may not want to look at or acknowledge but that are also part of our beingness.

Choose one or two light and shadow qualities you want to work with for these weeks that we are in the frequency of the Goddess of Compassion.

Light qualities of the Goddess of Compassion include compassion, mercy, unconditional love, forgiveness, adoration of the Divine, non-attachment, peacefulness, realization, humility.

Write down your light qualities somewhere. At a simple level, you might put them on a sticky note that you post on your bathroom mirror so that you see it every morning and you are reminded about the qualities that you are choosing to work with.

The shadow qualities include rescuer syndrome, non-self care, inadvertently fostering co-dependency, misperception about what compassion is, not being able to say “no” especially in an attempt to get love, suffering, unhealed wounded child.

Feel free to post in the Facebook group about the qualities you are working with, so we can support each other as we journey.

Getting Magnetic and Creating Connection¹

#1 secret to being utterly magnetic and irresistible to your dream clients

The secret is to deeply understand them, to know who they are, what they are struggling with, what they think want and need to do about it.

- **Make them feel understood:** When you understand them in this way, with deep love and compassion for their situation, they feel gotten in a way they never have. They feel like you are the answer to their prayers.
- **Love, Empathy and Compassion:** You can only get to this deep level of love, empathy and compassion for them when you have this kind of deep love and compassion for yourself which is why we tuned in to the frequency of the Goddess of Compassion in this Module.
- **Meet them where they are:** There is a big distinction between what they want and need and what you think they want and need and the more you meet them where they are (as contrasted with where you think they should be ... more on this later).

3 tips to help you effectively claim who you want to serve once and for all—and decide what you'll do to help them.

What I'm about to share with you is a really simple formula to help you decide who you want to serve without you having to "choose a niche" or feel boxed in.

A lot of people will say you need to choose a niche. I'm saying something different here. You don't need to choose a niche. You just need to choose a next step so you can get started. What you choose right now isn't set in stone, and you can change it later.

Taking action once you choose, is the most important way to refine your choices! So, how do you choose ... that's what we're getting to next! So, here's some information to help you choose so you can get started taking action.

Homeplay:

1. **WHO do you want to serve?** Who is in your sphere right now that you can help? This can be the tribe you already serve, or if you're new in business, a

¹ Thank you to my mentor, Elizabeth Purvis. I learned how to articulate much of what is in this section from my work with Elizabeth and from courses I have taken with her. I have morphed it into my own stuff, but some of it is taken directly from her work and I want to give proper credit.

group you are a part of. Use the “Dream Client” Checklist below to help you figure this out. Your “dream client”:

- Has specific URGENT problems.
 - Is hungry RIGHT NOW (want it vs. **need it**) – you want to look for the needs and solve them
 - On a scale of 1 -10, how high do they rank solving your problem? (it needs to be a 6 or higher, and I really like to go to 8 or higher)
 - Understands and appreciates the value of learning and growth
 - Has a history of INVESTING in things of a similar nature to what you offer or is open to investing
 - Is someone you really like and enjoy
 - Is in your “sphere” (right now, we aren’t working on building your community – instead, we are looking for the opportunities that are already present around you)
 - **Homeplay:** Make a list of all the additional qualities you can think of in a dream client, what you think she is struggling with, and what she is most wanting?
2. **WHAT problem(s) do you want to solve for them?**
 - What are they struggling with in the big 3 areas of money, love or health?
 - What consistent problems or challenges are they having that you know how to solve? (Remember, your life experiences are extremely valuable to someone suffering with the problem.)
 3. What’s the best way for someone who is in trouble in this area to fix their problem FAST? (Helping someone solve a problem quickly is EXTREMELY valuable.)

Post in the Facebook group about who you serve and what problem(s) you solve.

As you take action, you will learn so much about whether you have chosen a group of people you really like to work with, and whether you have chosen problems you enjoy solving. You can tweak your target market and what you want to help them with as you learn more through working with them.

For instance, I learned that, in my 1:1 practice, I only want to work with people who have a big dream and mission and are willing to put a lot of skin in the game to make it happen. When I first started, I worked with some ladies who were dabbling in their businesses, and there’s nothing wrong with that. Those ladies are better suited to my group programs. I wouldn’t have learned that by just sitting at home and theorizing. I learned by doing.

The biggest mistake that most heart-based entrepreneurs are making and how to avoid it (this will practically guarantee you clients this month.)

The biggest mistake most heart-based entrepreneurs are making and why you may be struggling to get clients is that you're NOT offering what people REALLY want ... and by that I mean, what they REALLY want when they're first coming to you.

A lot of you are offering some fuzzy, undefinable results like these, that sound attractive, but aren't specific enough:

- Self esteem
- Life balance
- Confidence
- Empowerment
- Figuring out "what's holding you back"
- Removing "blocks"

Yes, all of these things are really important – you all know that . As transformation these things are often at the root of a problem the real problem, the juicy stuff, the deep transformation.

Trouble is, when your clients are looking to hire you, they're usually NOT looking for deep transformation yet. Your clients want to get a specific problem solved

Bottom line: While we don't like to think of it this way, your clients are in pain when they hire you. They want you to help them get out of that pain.

And, I know, most of you don't like to focus on the pain! It may even feel false or manipulative, but really, it is the deepest compassion and help you can offer.

If your dream clients can't identify you as the one to help them because you don't want to talk about the pain, you are doing them a disservice because they may never find you.

Here are some of the top reasons people buy:

- Money and work
 - To make money
 - Save money
 - To find or create work they love, or to make the work they are currently doing more fulfilling
- Save time
- Avoid effort
- Get more comfort
- Achieve greater cleanliness
- Attain fuller health which includes things like
 - Losing weight
 - Having more energy
 - Feeling better
 - Looking better

- Escape physical pain
- Feeling better about self
 - Get praise
 - Be popular
- Relationships
 - Find a life partner
 - Have a better relationship with current partner
 - Navigate divorcing a partner

The benefits and results that will inspire clients to hire you are the benefits and results that fall into these categories in some way

To get you thinking even more, here's a list of possible results you can help your clients with - Note that many of these can be "drilled down" or tweaked for specific situations.

Make money	Be clean	Be seen as a leader
Save time	Be strong	Be efficient
Avoid effort	Overcome obstacles	Live longer
Be a good parent	Get a better job	Feel important
Be liked	Be your own boss	Gain knowledge
Be loved	Live your purpose	Escape drudgery
Be a recognized expert	Discover your purpose	Avoid physical pain
Save money	Be sexier	Avoid emotional pain
Have security in old age	Have more energy	Avoid trouble
Enjoy pleasure	Get rid of aches/pains	Protect a family's future
Be praised and admired	Be more beautiful	Gain freedom from worry
Satisfy your appetite	Relieve boredom	Avoid criticism
Attract a partner	Gain self respect	Prevent unemployment
Be independent	Find adventure	Add fun to your life
Be successful	Make work easier	Fulfill a lifelong dream
Avoid embarrassment	Gain prestige	

When you focus on the motivators, getting your clients to work with you becomes MUCH easier!!

How to define what your clients REALLY want from you (you may be focused on what you think they want and you could be losing thousands of dollars in your business because of one wrong perspective.)

We have already started to talk about this topic, and we'll delve into it further here. So, we're all human ... that's obvious. And, there are certain problems that most of us have on a human level, no matter how spiritual we are. Most of us want to be healthy, have

enough money, have work we enjoy and have satisfying relationships. And, many of us have issues in at least one, if not all of these areas.

What this means is that there are problem areas that are common across humanity, and your dream clients have some of these problems. What are the problems your dream clients have? If nothing is coming to you, think about a client you loved working with ... what problems did she have?

Or, if you haven't had clients yet, imagine working with your dream client and tune into what she is really wanting.

Homeplay: My favorite exercise for this is the following:

1. Imagine a day in the life of your dream client before she works with you – write out how it goes in detail
2. Now, imagine a day in her life after her transformation – write out how it goes in detail

Post in the Facebook group about what it was like for you to do this exercise.

Real problems that high-paying clients have and are longing for you to solve

1. Women entrepreneurs who want to increase their income and achieve more success.
2. Help women get in touch with their “juiciness” and feminine side to improve an existing relationship or attract a new relationship
3. Help working (i.e., stressed, overwhelmed) women improve their relationships with the important people in their life (spouse, family members, teens)
4. Coach or mentor single men or women on how to attract their life partner
5. Information, training and coaching on raw/organic/gluten-free food: how to incorporate it into their lifestyle, etc
6. Help entrepreneurs and small business owners in a specific industry market their business, attract clients and make more money
7. Information, training and sales skills within a specific industry
8. Teach or mentor single women how to communicate with men to build lasting relationships, get what they want in and out of bed, etc
9. Help women stop emotional overeating so they can lose weight and get healthy
10. Help women over 40 deepen their relationship with their husbands (improve communication, bring the romance back, etc)
11. Help women transform their relationship with money so that they can make more, keep more, get out of debt, etc.
12. Help those who want to leave their job to live their passion make the transition from employed to solo business owner
13. Help executive and career women change jobs or careers when they feel stuck or frustrated
14. Help couples in business work together harmoniously while still maintaining a romantic life outside the “office”

A Few Mega And Micro Trends

MEGA-TREND: Entrepreneurship

Micro-trends:

- Women in business
- Women solopreneurs
- Conscious entrepreneurs
- Couples working together in their business
- Social entrepreneurs

MEGA-TREND: Diet and exercise (this one will never go away!)

Micro-trends: Raw Food, organic food, gluten-free food, natural weight loss

Another trend I see right now is with kids and bullying – if you help young people, this is a good one to leverage.

More Categories:

- Stress
- Low impact exercise
- Fat loss
- Natural Healing
- Dating
- Relationships
- Sexuality
- Marriage
- Conflict (on the job, at home, etc)
- Divorce
- Parenting
- Retirement
- Making Money
- Starting A Business
- Growing A Business
- Time Management
- Getting A Job

The 3 Common Problems Your Clients WANT You To Solve

1. How to perform a SPECIFIC skill. People will always invest in learning how to do something they need to master in order to get what they want. Examples: sales, how to get a date, how to speak to get more clients, how to write a resume/interview to get the perfect position, how to cook raw, etc

2. How to take the step-by-step path to getting what they want. This is where your unique system comes in! Clients highly value being given a SYSTEM that will get them

their desired result step by step, instead of having to figure it out on their own. We will talk more in the next module about how to create this system.

3. How to get started. Again, think step by step so they don't have to figure it out on their own. Working with a coach, mentor or teacher will also save them from wasting valuable time and making costly mistakes.

BONUS:

How to go from where they are to the next level. Many people achieve a certain level of success and then get stuck, plateau, etc. These clients will invest in working with a coach, mentor or teacher to get to the next level.

Homeplay:

Brainstorm!

1. What SPECIFIC skill can you help your dream clients perform?
2. What step-by-step path method can you lead your clients through to getting what they want?
3. How can you help your clients to get started?
4. How can you help your clients go from where they are to the next level?

Post in the Facebook group about what you learned from doing this exercise.

How to share what you do in a way that magnetizes your dream clients (“Bye bye” elevator pitch, “Hello” authentic connection.)

Templates for “What Do You Do?” Below you’ll find 3 templates for authentic, riveting answers to the question, “So what do you do?” As you craft your answers, here are a few ground rules:

- Keep the language clear (no jargon, easy enough for a 6-year old)
- Describe who you help
- Keep the problem (that you solve) clear
- Benefits, benefits, benefits – what are the results, outcome and transformation you create
- Fun and intriguing, so they want to know more

1. “You know how some [describe the people in your niche or group you work with].....? Well, what I do is [solution.]”

Example: “You know how some coaches and healers are often great at what they do but struggle to get clients who will pay them? Well, I help them attract dream clients in 1-2 months and in a way that feels good to them.”

2. “I help/work with [people in your niche] who are [problem] [solution] so they can [result]”

Example: “I help mission-driven solopreneurs who are struggling with their marketing to attract clients in 1-2 months so they can make money doing what they love.”

3. “I teach/support/work with [people in your niche] to [benefits, benefits, benefits].”

Example: “I teach mission-driven entrepreneurs how to get dream clients in 1-2 months, while being themselves.”

4. Make up your own version! The idea is to get familiar with the structure presented here – talk about who you want to help, what problem you solve for them and what results you help them create. When you get clear on these elements, you can mix and match your words so they flow naturally from you during the interaction – no elevator pitch!

How to figure out your Magic Number (your audacious money goal for the month), define it and take the bold steps that will get you there.

One of the keys to consistently increasing your income is to consistently set Audacious Money Goals for 30 or 60 days. This is a short enough time frame for you to stay committed and keep focus.

1. Choose how much you want to make. I'd like for you to come up with a number that will stretch you, but that is believable. It should feel exciting and a scary.
2. Think about how much you are going to charge for your program. How many sales would you need at that price to meet this Audacious Money Goal?
3. Does the number of sales you need feel both like it is doable and like it is a stretch?

If it doesn't feel doable, then what needs to change?

For instance, if your Audacious Money Goal is \$6,000 and your price point is \$97, making 60 sales at \$97 may seem not seem doable. In contrast, 4 sales at \$1497 may feel exciting and doable.

If the price point seems too high, start to think about what you could offer in your package to charge that amount. We will be going into packaging much more deeply in the next module.

Homeplay:

Define your Audacious Money Goal and [post it to the Facebook group](#).