****

**Define Your Ideal Client Worksheet**

1. Take a close look at the demographics and characteristics of your current client base. You will find many common threads among those clients that you serve most consistently and get the most value from your services.

Describe those demographics and characteristics here in an exhaustive list:

1. Expand this profile by thinking of all the characteristics that your future clients share. Who are the clients that you are meant to serve and who do you choose to serve? The universe responds much more strongly to specificity.
2. What struggles or challenges do they have? What keeps them up at night?
3. Why are they having these challenges? Look underneath the surface of their issues to see if there is an even greater need.
4. Why do they need your help? How can you specifically help them? Identify all the ways that you bring value and benefit to them. Consider all areas of their life – financial, career, health, fun, spirituality, environment, relationships, etc.