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**How to Reach Your Ideal Client**

1. Where do your ideal clients hang out? Consider the following and write down your ideas:
   * Where do they congregate?
   * What do they read?
   * What groups do they belong to online?
   * What groups do they belong to offline?
   * What associations or clubs do they belong to?
   * Where do they network?
   * What websites do they visit often or rely upon?
   * What other businesses focus on this target market as well?
   * What types of publications or e-zines do they read?
   * What workshops/seminars do they attend?
2. How do I reach my ideal clients in the best way for me? Consider the following and write down your ideas:

* What do you naturally love doing (speaking, networking, writing, etc.)? How can you bring this into your marketing?
* Based on what you naturally love to do and what naturally flows into your consciousness, create an exhaustive list of all the ways you could market to your client (be creative). Use extra paper if needed.

1. Star your top 3 marketing strategies from all those you listed above.
2. Circle the **one** that you will focus on entirely / the most over the next 30-90 days.