

# **Craft your Captivating Introduction Worksheet**

## Ideal Client Profile

Picture your ideal client. Get them as clear as possible in your mind, then add detail by answering the following:

What is their name?: \_\_\_\_\_

Gender: \_\_\_\_\_ Age: \_\_\_\_\_

What are they wearing? \_\_\_\_\_

Where do they live: \_\_\_\_\_

What sort of home do they live in? \_\_\_\_\_

What do they do for a living: \_\_\_\_\_

What do they earn? \_\_\_\_\_ What sort of hours do they work? \_\_\_\_\_

Are they married/single: \_\_\_\_\_

Have they got children? How many? \_\_\_\_\_

What are their three highest values? \_\_\_\_\_

What do they enjoy doing in their spare time? \_\_\_\_\_

What do they actually do with their spare time? \_\_\_\_\_

What is their most valued possession? \_\_\_\_\_

Where did they last go on holiday? \_\_\_\_\_

What is their biggest frustration or problem? \_\_\_\_\_

What in their life makes them most unhappy? \_\_\_\_\_

What gives them most happiness? \_\_\_\_\_

What is their greatest fear? \_\_\_\_\_

What keeps them awake at night? \_\_\_\_\_

What do they want right now? \_\_\_\_\_

What is their deepest desire? \_\_\_\_\_

What is their greatest aspiration for the future? \_\_\_\_\_

Are they willing to invest to resolve their biggest frustration? \_\_\_\_\_

Where do they have to be at physically/emotionally/financially or spiritually in order to get the most benefit from working with you? \_\_\_\_\_

**What is your "Red Velvet Rope" policy?** \_\_\_\_\_

\_\_\_\_\_



## Crafting your Message

**Answer the following in relation to your niche or target market:**

1. Who is your ideal client / niche / target market?

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2. What are the 3 biggest problems or pain they face?

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3. What 3 things do they want more than anything?

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4. What is the number one result or outcome you can help your clients achieve?

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5. What other benefits will your clients get as a result of your work?

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6. What are the higher emotional benefits that achieving this result will give them?

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7. What will it cost them to not make this change? (Financial, Physical, Emotional, Spiritual)

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8. What is your “Big Why”. Why do you do the work that you do?

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### **Captivating Introduction**

Use the answers to Crafting your Message to create a short but Captivating Introduction which can be delivered in just 1 or 2 sentences, or 30 seconds.

You know how *target market (1) & problem/pain (2)*, well what I do is *result (4) & higher emotional benefit (6)*

I work with *target market (1) & problem (2)*, to *achieve result (4) in order to benefit (5)*

I help *target market (1)*, who want *result (4)*

I help *target market (1)* to *achieve higher emotional benefit (6)*

**Write your Captivating Introduction here:**

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## Conviction

What strong beliefs do you hold on or behalf of your market?

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And why do you believe them?

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What can you commit to do to increase your own conviction in what you offer?

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