

Selling FROM THE
HEART

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: _____

IDEAL CLIENT PROFILE

My Ideal Client Profile – “Avatar”

Using the answers to the Ideal Client Questionnaire above write a paragraph describing your Ideal Client. Really get into the flow of this, let them come to life fully in your mind and describe them in as much detail as possible. This will become your “Avatar”.

CRAFTING YOUR MESSAGE

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

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

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

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

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

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

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

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

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

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)** and **problem/pain (2)**, well what I do is **result (4)** and **higher emotional benefit (6)**.

I work with **target market (1)** and **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:

CONVICTION

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

And why do you believe them? _____

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