

Getting to Know Your *Dream Shine-mate Clients* WORKBOOK

Who do you serve?



Getting to Know The *Basics of Your Dream Clients*

- Gender Age
- Relationship/ Marital Status?
- Kids?
- Location/ Where they live?
- Career & Work Status - How do they earn a living / Type of Occupation
- Income Level
- Life Stage
- Education Level
- Interests & Hobbies
- Culture
- Personality
- Spiritually
- Style

Marketing Your *Dream Clients*

- How will they find out about you?

- Where do they hang out (physically & virtually like social media if they are tech savvy)- Shop, Eat, Entertain, etc.?

- What do they read (magazines, books, genres)?

- What shows & sites do they follow (tv, film, talk shows, websites, blogs, vloggers/YouTube Channels, podcast)?

- What is their day like? Where do they go? What types of events & places do they go to? (Work, Weekend, Evening/after work, Party, Relaxation, Travel, etc.)

Marketing Your *Dream Clients*

- What 3-5 places you can connect with them?

- What other brands do they like?

- How do they make their buying decisions?

- What do they value in a product or service?

- What factors are most important to them?

- What times of the year do they care about? (Special Pricing & Offers - Seasons, Holidays)

What They Really *Care About*

- What are their life goals & priorities now?

- What are their life goals & priorities in the future?

- What do they value & why?

- What makes them happy?

- What are their dreams and ambitions?

What They Really *Care About*

- **What do they want?**

- **What do they believe they need?**

- **What are their struggles, challenges, problems, & frustrations (in general and in regards to your product/service/industry)?**

- **What other areas of their life, health, finances is this affecting?**

What They Really *Care About*

- How will what you offer help them now & long term?

- How will it make them feel when they have it?

- Are they aware they have this problem & how important is it for them to fix it?

How YOU Serve Your Clients: *What You Offer*

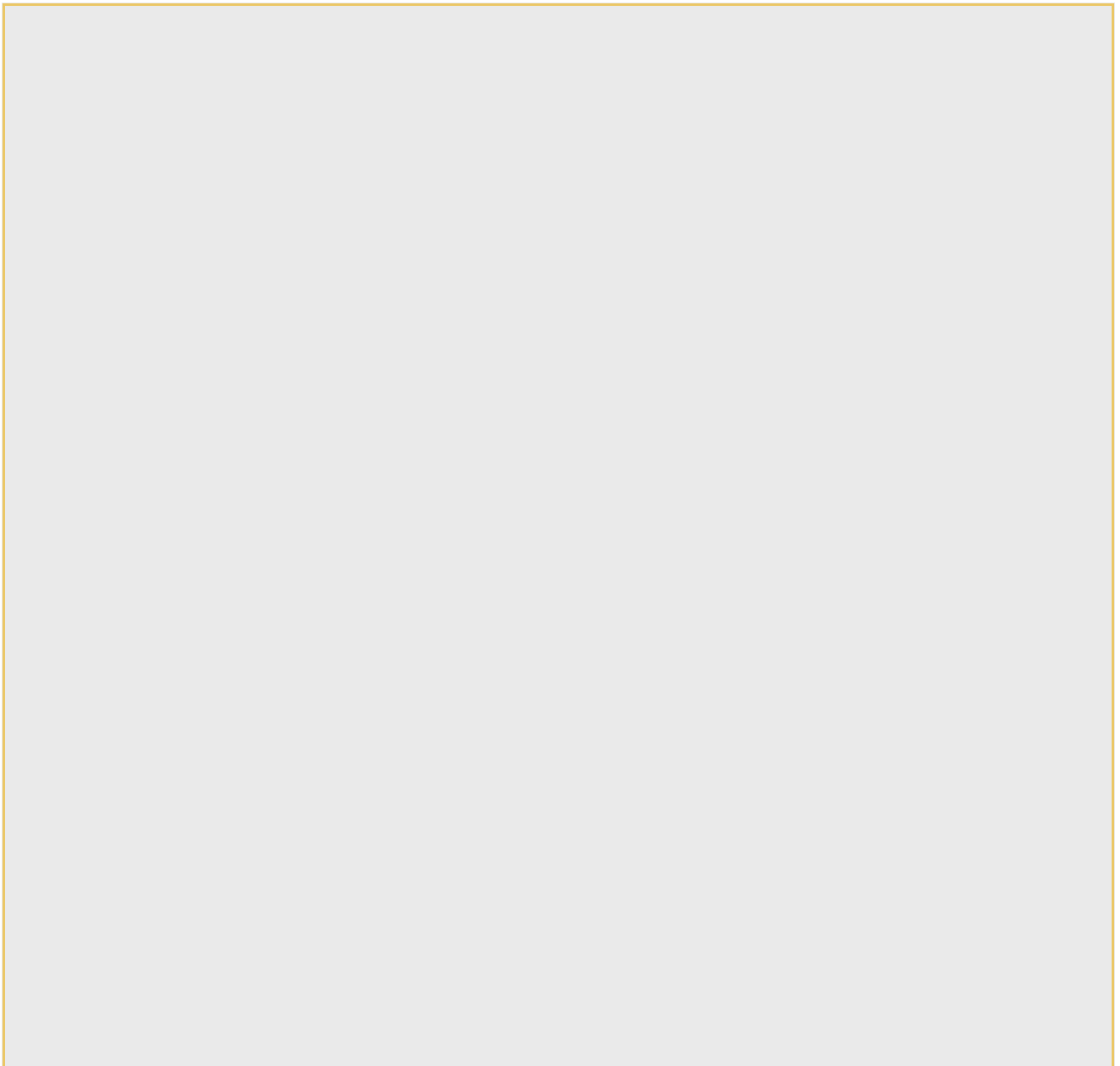
- What are they giving up if they don't get what you offer?

- What do they gain if they do get what you offer? What will it help them with? How will they benefit?

- Because of the transformation you provide, what will they now be able to do quicker, better, more effective, more long lasting, happier, etc.?

How YOU Serve Your Clients:
What You Offer

- **What is the transformation & experience you provide going to save them from?**



How YOU Serve Your Clients:
What You Offer

• How does this change their current situation? How are they going to feel?
What does it look, taste, smell like?

• **Life?**

• **Family?**

• **Finances?**

• **Business?**

• **Relationship?**

• **Health?**

• **Confidence?**

• **Whatever you specialize in**

How YOU Serve Your Clients: *What You Offer*

- What is the transformation & experience you provide going to save them from?

- How does this change their current situation? How are they going to feel? What does it look, taste, smell like?

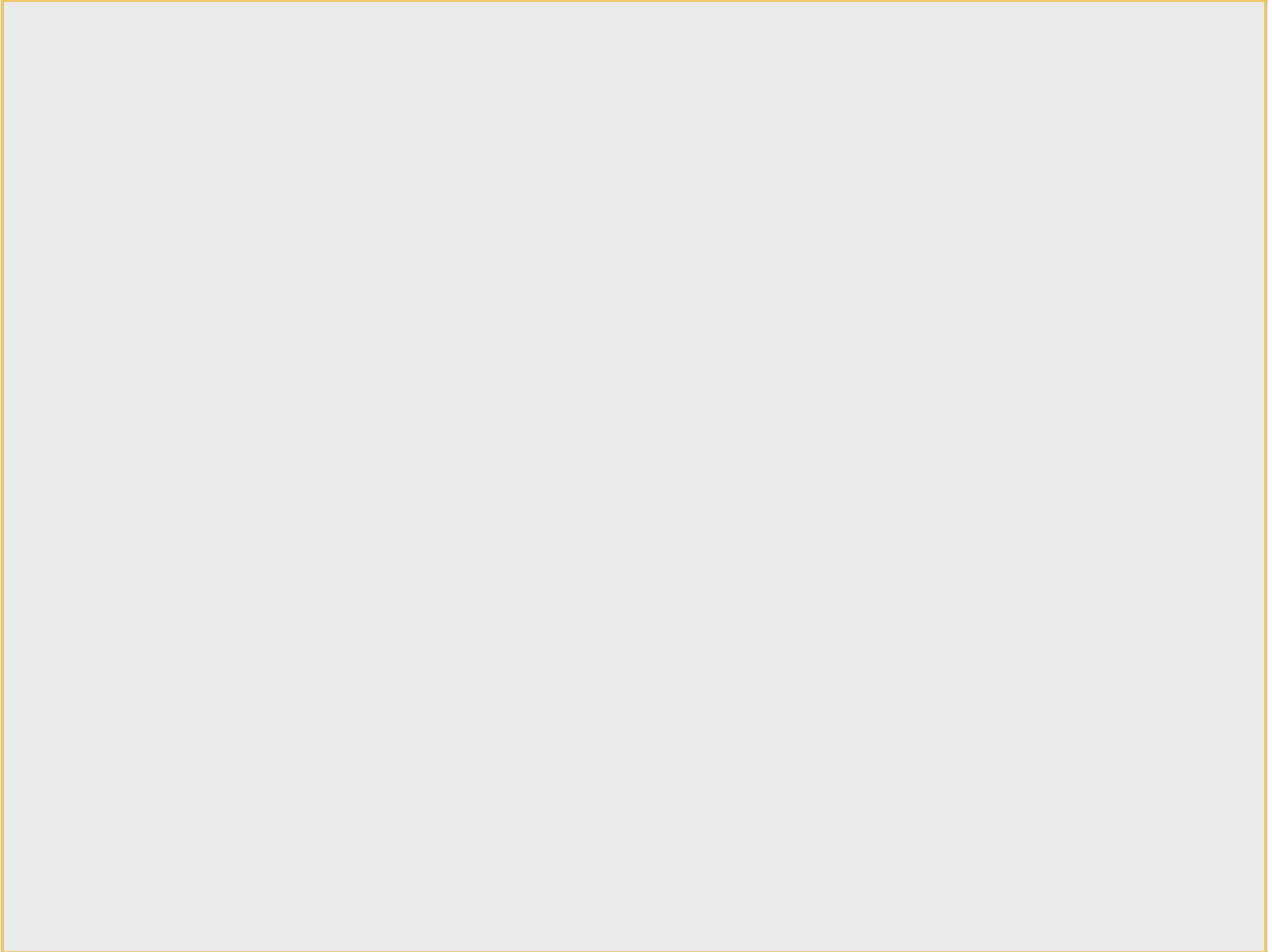
How YOU Serve Your Clients:
What You Offer

- **What are 5 reasons they NEED what you offer?**

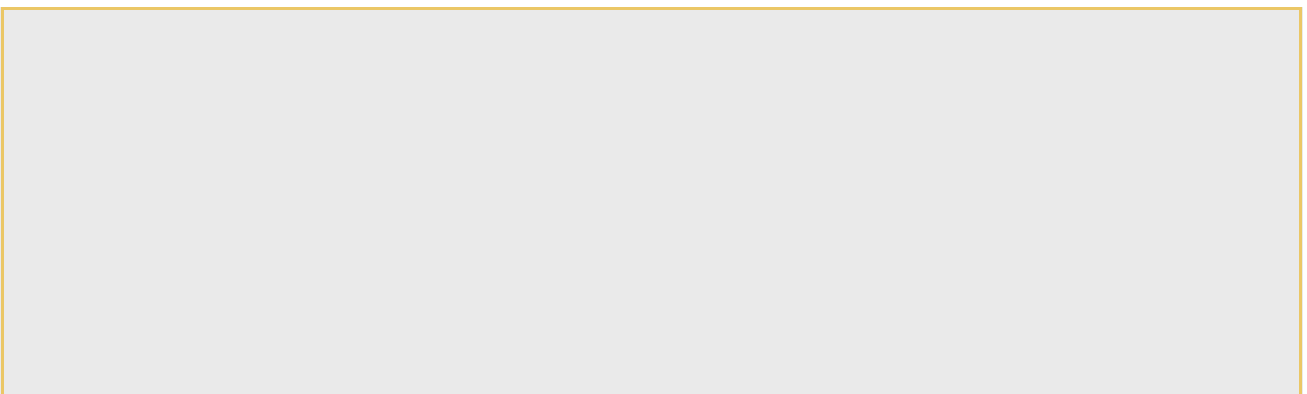
- **What are 5 things you can offer them to help with their problems?**

How YOU Serve Your Clients: *What You Offer*

- What are 5 stories you can tell them to connect more?



- What are they willing to pay for what you offer?



Identifying Your *Shine Stories*

Use the space below to brainstorm on shine struggles, successes,
& stories you can use in your future content & marketing.

Dream Client Module

Summary

- **What are your dream client's biggest desires - what do they want?**

- **What are your dream client's biggest struggles – problems/ challenges they are having; what do they need help with?**

- **Why YOU – what makes you the best person to support & serve them through this?**

Dream Client Module

Summary

- Because of working with you, what are they going to experience more of?

- Because of working with you, what are they going to experience less of?

- Fill in the blanks in the space below for your money message!

I help _____ (Who) _____ (Do what)

so that they can _____ (What do they want).

BONUS

Market Research Questions

- What's going really well/ what do you love about your [life, relationship/ love with self, business, health, relationship, etc.
- Background about the [problem/ what you do?!
- Thoughts on the status of the problem. How long it's been going on.
- What are your biggest struggles / pain points when it comes to [what you do]?
- Describe the status. What of this situation is negatively impacting you? Your life? Your family? Your business/career?
- What are you being held back from doing, experiencing, accomplishing?
- How does this make you feel? What keeps you up at night?
- Tell me about your history in resolving this problem. What have you done to help enhance it? What worked/ didn't work? Why?
- What would make the biggest difference? What do you believe would help solve [problem/ what you do]?
- If you could wave a magic wand over your life & have 3 things magically be different in [time frame they said], what would it be?
- What would change? How would it look? Feel? Taste? What would it change in your life, business, health, relationship, etc?
- Is this something you are committed to enhancing now or later? Why?

BONUS

Market Research Questions

- How long do you believe it will take to solve this problem- something long or short term, 4-6 weeks, 2-3 months, 6 months, a year?
- How long do you believe it will take to solve this problem- something long or short term, 4-6 weeks, 2-3 months, 6 months, a year?
- Ideally, how would you like to receive this help? Format- 1:1, virtual group calls/ masterminds, live seminars/ workshops; Frequency -1x a week, 2x a week, bi weekly, monthly; Length of time- 30 mins, 45 mins, 1 hr, access in between sessions
- What are you favorite types of content? (webinars, e-books, checklist, videos (live or recorded), blogs, emails, worksheets/ workbooks)
- What 3 things would you leave with? How would that feel?
- Have you ever invested in a coach or consultant to help with this [problem/ what you do] before?
- What are the top 2-3 factors that would influence you when investing in help for this [problem/ what you do]?
- What would be your biggest objection to investing in help for this [problem/ what you do] now?
- How much would is help with this [problem/ what you do] worth to you? In \$ and other factors too!
- Would you be interested in learning how I specifically could help you?

QUESTIONS
from This Module

Use the space below to keep track & organize the questions you have about your work in this module. Details about the bi-weekly Expert Incubator Q & A Live Call are in a document in or near the welcome video message.

A large, empty rectangular box with a light gray background and a thin gold border, intended for users to write their questions.

ACTION STEPS
from This Module

Don't Forget To Do The Following...

- Complete your Dream Client Outline Worksheet
- Conduct Market Research
- Build Your Avatar
- GO CONNECT WITH THEM!**

See you in the next module love!

PS, Do you feel like you have advanced in your expert business & would like to discuss higher levels of support & strategy, I would be happy to chat. Simply go to bit.ly/freecallwithkierra, complete the application (be sure to state that you are in The Expert Incubator since you get priority (my team or I will be in touch)).

Love, Shine & Success,

Kierra Jones

The Shine Strategist™

