

FREELANCE FREEDOM

Your Dream Client Profile

Let's try to really visualize the perfect person for what you are offering. This is the most important exercise you will do in the process of creating your unique lifestyle brand. Just like how people make a list of the qualities of their "ideal partner", choosing your dream client works the same way! It is really important for you to be in absolute "dream mode" while you are doing this... **Go get inspired and let's get started!**

Close your eyes and imagine yourself a year from now, doing exactly what you absolutely love in your successful lifestyle business. **Describe the first scenario that you see. Where are you? What are you doing? Who is there with you? What are you wearing? How do you feel?**

Think of one friend or someone you know, for whom your products or services are PERFECT. This person is a no-brainer, you'd even work for free! **Why did you choose this person? What is their situation? What do they struggle with? How can you help them?**

The phone rings. Your best friend just met your DREAM CLIENT at a party and they actually mentioned you! They heard you were amazinggg and have been wanting to work with you forever, but they didn't know if you would be available... This feels like a dream come true! **Who did your best friend meet? What is so perfect about them for you? How did they hear about you? Why are you so excited?**

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What kinds of people do you like in real life? What do you like about your favorite friends? Who do you want to make friends with?

List the top publications and websites in your industry. **Which ones resonate with you the most?**

List your favorite social media accounts in your industry. **What do you like about them?**

What are some trends going on right now in your industry? What is EVERYONE doing? What can you do differently to stand out?

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Imagine a day in the life of your ideal client. **Where do they work? How busy are they? With what? What are they juggling? How can you make their life easier?**

You and your dream client meet up for a coffee date. You're sooo nervous at first because you want them to like you (and hire you)! But halfway through, it's going better than you expected! You are "clicking" on so many levels...! **List what you unexpectedly have in common..! ie. Personal background, likes/dislikes, dream project details, people, places, events, or anything that would make you really excited!**

What is your market's biggest desire or goal? What is holding them back from getting there? If you could wave a magic wand for them and solve all their problems, what would the outcome look like?

That was fun! In this exercise, there are no wrong answers. Visualizing your dream client is all about connecting with the real people you know or creating a wishlist of people who you want to get to know! **Now, summarize all of your insights on the next page...**

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Imagine you are in a perfect world where everyone wants to work with you and can't stop talking about your business. Tell us all about your #1 FAVORITE client. Remember, this is a dream... use your imagination!

1. Male or female? Give them a fictional name!
2. Where do they live? House? Apartment? Neighborhood?
3. Single, married, or...?
4. Education? What did they study? What would they take a class on?
5. Are they an entrepreneur or employee? What is their work day like?
6. What words do they use to describe themselves?
7. What is their immediate goal? Five-year goal?
8. What obstacles stand in the way of their dreams and aspirations?
9. What do they read? What do they watch? What do they listen to?
10. What do they do on Saturdays?
11. What is their biggest worry about hiring you?
12. What do they value the most?
13. Where do they shop? Clothes? Food? Accessories? Gifts?
14. What conferences or events do they attend EVERY year?

Don't forget... The best way to get to know your target market is to talk to them. Remember to get out of your head and do your research!