This worksheet helps you define the heart, mind and soul of your Ideal Client. It is designed to give you clarity on whom you are here to serve so when such a client appears (and they will), you will know immediately that they are ideal for you – and they will too!

Knowing your niche is not enough, neither is targeting a demographic. Through this worksheet process, you are detailing the *psychographics* of a person, which will help you attract ideal clients more easily.

This is your Wish List to the Universe about whom you want to serve.

**Step 1: I will do without… (What you do *not* want.)**

Think of clients or past bosses / colleagues who have been an energy drain and not that fun to work with. You need clarity on what you don’t want to get clarity on what you do!

**Examples:**

* *They aren’t coachable or take my advice*
* *They “don’t have the money”*
* *They live in fear*
* *They don’t take action*
* *They don’t trust themselves at all*
* *They are late with payments, or try to negotiate my fees*
* *They don’t keep their appointment times*
* *They don’t prioritize themselves or their business*
* *They aren’t really ready to change*
* *They were demanding or pushy*
* *They disappear or are unreachable*
* *They weren’t coming from a place of partnership*

***I will do without:***

**\*\*\* AIM FOR 5-10 Attributes**

**Step 2: If I had it ALL my way, I would serve this type of person (What You DO Want)**

If you had it your way (and you do), what are the attributes of the type of person you want to serve? Which of your clients do you want to duplicate or clone?

What do they do? What’s in their heart, mind and spirit that makes them the perfect client?

***Note:*** *If you don’t have clients yet, think of bosses, colleagues or internal clients you’ve loved working with in the past.*

**Examples:**

* *They are coachable.*
* *They are open to new ideas and possibilities.*
* *They love working with me.*
* *They happily pay my fees as agreed and on time.*
* *They are optimistic and come from a place of partnership.*
* *They communicate what they need or want in a gracious way.*
* *They are ready to own their power and make more money.*
* *They know they need guidance and value getting support highly.*

***What I Do Want:***

***Instructions:***

1. *Flip the traits in Step 1 into the positive.*
2. *Brainstorm other traits. (Think about attributes of any clients you would want to have more of, or old bosses, colleagues or internal clients that fed your soul.)*
3. *Identify qualities about yourself that you would like to see in your clients.*

**\*\*\* AIM FOR 5-10 Attributes**

**Step 3: Why YOU VALUE THEM**

**How do your Ideal Clients light you up and give you energy?**

**Ask yourself:**

1. What do you say to yourself after working with them? How do you feel? Do they respect your time? Your value? Your boundaries?
2. What do they say to you that makes you know you’re bringing tremendous value?

**\*\*\* AIM FOR 5-10 Attributes**

**Step 4: Why THEY VALUE YOU**

***Hint: These are their needs, challenges and struggles that they will pay good money for!***

**\*\*\* AIM FOR 5-10 Attributes**

**Ask yourself:**

* What is their URGENT need?
* What are they “done with”? This is a pattern or action or way of being
* What do they want next?
* What do they know already? (i.e., they know they have a purpose in life, they are aware of the impact of how they teach, they know they need guidance and support, etc.)
* What do they hold dear and what more of? (i.e., time, natural healing, personal growth, etc.)

**Step 5: Your Ideal Client Persona**

Compile and combine ALL of these attributes and personality traits you have listed into one Persona profile.

This is for you and only you. Do not worry about making this pretty, perfect or catchy - that will come with your messaging. This list is to give you super clarity about who you’re here to serve.

**Examples:**

* *They want to have consistent income and they are coachable.*
* *They are ready to take the next step in their business and are open to new ideas and possibilities.*
* *They love working with me happily pay my fees as agreed and on time.*
* *They want to let go of their resistance and are optimistic they can do so.*
* *They are open to healing and come from a place of partnership.*
* *They communicate what they need or want in a gracious way, and want to create a win-win for us both.*
* *They get tongue-tied at events and are ready to own their power and make more money.*
* *They know they need guidance and highly value getting support and see me is the person to help them.*

***Ideal Client Persona Profile:***

**\*\*\* AIM FOR 40-60 Phrases or Sentences**