

**20 QUESTIONS to Help
Understand Your
DREAM CLIENTS and
Successful Business – A
Proven Framework**

To the Valued Reader,

Thank you for downloading this guide to help you discover your dream client.

It is so important to know your dream/ideal client. When we start to streamline who we are marketing to, your dream clients will naturally begin to fill your inbox and follow you on social media. It will take all the guesswork out of knowing how to connect and engage with people we want to work with and serve. The more we know about them, the more we can connect in a way that is authentic and genuine.

For us to communicate effectively, we need to know exactly who it is that we are talking to. What our dream clients' hopes are, what their dreams are, what their fears are, their interests, hobbies and passions.

You'll find the branding, marketing and engaging process infinitely more manageable if you can get an extremely clear picture of one specific person that you want to communicate with, instead of a faceless audience. When building your brand, imagine you are talking directly to this one person. This will help you only promoting what they would be attracted to.

Chances are your ideal client a lot like yourself. You'll find, as you work through this guide, that their characteristics, likes and dislikes are very similar to your own and that is what makes you such a great fit for working together.

But what if your dream client is not like you at all? Well, that's fine, this guide will help you discover qualities that you do have in common with your dream client so that you can still authentically connect with them.

Just a quick note, I refer to the dream client in this guide as a "Him", if you are speaking directly to a female, you just change that word to her.

Let's do this!

Step-1: Past Clients

01. FAVOURITE PAST CLIENTS

Think of the clients you have worked with in the past and write down 5-6 of your favorite past clients. Also note any interests or qualities their clients might have in common with each other.

If you do not have very many past clients, write down people you know that would be a favorite client if you worked with them.

1. -----
2. -----
3. -----
4. -----
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9. -----
10. -----

Step-2 : Client Profile

01. DREAM CLIENT PROFILE

Who is your ideal customer? Age, Gender, Industry, Average Income, Interest, Behaviour, Likes or Dislikes etc.

Name : _____

Age : _____

Gender : _____

Occopation : _____

Education : _____

Income : _____

Children : _____

1. Hopes And Dream:

2. WHAT KEEPS HIM AWAKE AT NIGHT? HIS WORRIES AND FEARS:

3. WHAT DOES HE VALUE MOST IN LIFE?

4. WHAT DOES HE WANT TO BE BETTER AT?

5. HOW DOES HE SPEND HER FREE TIME?

6. WHAT IS HIS PERSONAL STYLE? WHAT KIND OF CLOTHES DOES HE WEAR?

7. WHY DOES HE WANT TO WORK WITH YOU?

Step-3 : Specific Interests

8. FAVOURITE BOOKS TO READ:

9. WHAT MAGAZINES DOES HE BUY?

10. FAVOURITE MOVIES TO ENJOY:

11. FAVOURITE TV SHOWS TO WATCH:

12. FAVOURITE SINGERS/BANDS/SONGS TO LISTEN TO:

13. FAVOURITE BLOGS HE SUBSCRIBES TO:

14. FAVOURITE INSTAGRAMS ACCOUNTS TO FOLLOW:

15. FAVOURITE SHOPS TO BUY CLOTHES FROM:

16. FAVOURITE FOODS AND DRINKS:

17. IF HE WENT ON A HOLIDAY, WHERE WOULD HE GO? DREAM DESTINATION:

18. COLOURS HE LOVES:

19. WHAT DOES HE LIKE TO SPLURGE ON OR TREAT HIM WITH?

20. WHAT CHARITIES DOES HE SUPPORT?

21. WHAT EVENT WOULD HE LIKE TO ATTEND?

22. WHO DOES HE LOOK UP TO?

Step-4 : Attraction

ATTRACT MORE DREAM CLIENTS

Congratulations! Now that you have a very clear picture of who your Dream Client is, I want you to speak to this one specific person only whenever you post on social media, write website copy and send newsletters.

Below are four tips to help you attract and build trust with your Dream Client.

REVIEW YOUR BRANDING, WEBSITE AND SOCIAL MEDIA

Remove any words, imagery, fonts, colors and content that might repel your dream client. Instead, replace it with things that you now know will attract and draw them in.

IDEAL CLIENT COLLAGE

Grab a bunch of magazines and make a collage board of your dream client. This will help you visualize your dream client. Stick it next to your desk and before you post on social media ask yourself if your Dream Client would benefit from this image/caption.

CREATE A FREEBIE, DOWNLOAD OR GUIDE

Create something of value that your dream client would be interested in. Hint... it would be something that helps them overcome their fear, worries or can help solve a problem in their business/personal life or achieve their goals.

POST MORE CONTENT THAT CONNECTS WITH HER SPECIFIC INTERESTS

Post an Instagram photo of your enjoying something from the Dream Client Specific Interests. It's these qualities and passions that you will help you make a connection directly with you Dream Client. Now go have some fun!