

Soul Money Success

Increase Your Revenue to \$10K Months & Beyond

One thing a lot of people do wrong when they start their business is client acquisition. They try to serve everyone - and trying to serve everyone always equals serving no one. You need to be clear on who you want to work with and be super adamant about protecting those wants.

Don't work with someone just for the money. It will end up being a torturous experience (trust me on that one). Do you really want to dread conversations with your clients? I don't either. That's why I only work with the clients of my dreams and no one else.

Once you've determined who your dream clients are, that's who you want to attract with your marketing. That's who you want to get into your sales funnel. No one else. Everything you put out there needs to reflect the qualities of these ideal clients. Stay true to your wants and desires when it comes to those you work with. It's worth it.

What do YOU want in an ideal client? Be as specific as possible. (Example: Someone focused, determined, loud, hyper, excited, scared)

What gender is your ideal client?

What is their age?

What is their BIGGEST struggle right now?

What do they daydream about constantly?

Craft your one liner here. Example: (I'm Cheryl. I help conscious women entrepreneurs zone in on their brilliance and use spicy brand attraction strategies to attract high quality clients.)

Where do they hang out online?

How do you plan to give consistent value every day in those online spaces?
(Ideas: Sharing your story, behind the scenes images/videos and details, giving free tips & advice relating to your niche, etc.)

What are some words and phrases your ideal client speaks often? (Make sure you include these in all of your marketing.)

What story can you share about yourself that will help you relate to your ideal client better?

What are the TOP 5 pain points of your ideal client? (Make sure you include these in your marketing.)

Tomorrow, you'll get video and worksheet #3.

I'd love it if you shared your revelations and ah-ha's with me. Send me a note and if you want more content like this, join me in the Facebook group [here](#).

Be sure to check your email tomorrow. Have an amazing day!

With Love,

Cheryl Moses