

# IDENTIFYING YOUR DREAM CLIENT



In order to create a deep connection with your dream client, you will have to understand their thoughts, feelings, actions and current results. Use the answers to this questionnaire to apply the first step in The Master Connection Formula and create your perfect client.

# DEMOGRAPHICS:

What is their gender?

What is their age range?

Do they work?

If they are working, what is their annual income?

Do they have kids? If so, how many?

What do they spend their free time doing?

What are they inspired by?

What books do they read?

What social media platforms do they spend the most time on?

What podcasts do they listen to?

What leaders and influencers do they follow?

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# FEELINGS :

What things does this person feel he/she needs to solve his/her problems?

How does your avatar feel about his/herself?

What are their biggest fears?

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## **T H O U G H T S :**

What does he/she lay in bed thinking about at night?

What does he/she google when thinking about solving his/her problem?

How does he/she talk about his/her problems/struggles with friends?

What thoughts does he/she have about your solution?

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# **O P P O R T U N I T I E S :**

What are this person's greatest opportunities? What is possible for them?

What is your avatar's biggest dream?

Who so they look up to? Who is their idol?

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## **T R A N S F O R M A T I O N :**

If your dream client bought your service, what would be the greatest transformation they would have?

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## **O W N E R S H I P :**

How could their life look different in 1, 5, 10 years from now because of your service?

Who will this dream client become because of the transformation that you provided for them?

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Being able to see + feel your ideal client avatar's perspective or experience, as if you were in their shoes, is the direct route to their heart. It break does barriers and brings out authentic conversations; earning you the know, like and trust factor you desire to create lifelong customers and supporters.

When you apply the the Master Connection Formula, you will gain clarity and a simple action plan for growing your business.

You have amazing value to share.  
It's time to get connected and let the world  
know what you do!

**Join our Free FB** group to  
instantly start making key connections  
and put the formula to work for you!

**DO IT TOGETHER**

GIRLS WITH  
**goals**  
WHO GIVE

