

Connect with Your Ideal Clients



THE CORE SOURCE

This is a great tool for new business owners/leaders wanting to hone their niche and connect with the clients they most enjoy. Take time to consider the qualities of your ideal client—what they want and what you can offer them.

As you do this, REMEMBER: who are the clients you enjoy working with and/or want more of? Think about their emotional and measurable “wants” and name, specifically, what you accomplished together. Once you do this, ask yourself: “where are these people AND how do I message what I offer?”

Name	Describe them (their personal qualities)	What they wanted	The impact of your work
<i>Sue</i>	<i>creative, independent, bold, direct</i>	<i>international high-end retail market</i>	<i>focused her ability to connect with key client and work through personal anxiety</i>

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