



# 6 Questions to read the minds and hearts of your Dream Clients

Before you hop into the questions below, call-fourth your dream client into your mind's eye. Spend at least 5 minutes on each question.

## At-a-Glance Bio

Name:

Age:

Family-life:

Profession:

What motivates him or her?

## The Deep Dive

1. Imagine you're #1 in your industry. What keywords or "how to" search would your client be searching to find your website?

2. In this moment, list the core problems they experience? What little tweaks would make a huge difference for them? What major shifts would change the game?

3. Now from that list above, list what youtube videos would they watch to learn how to solve the problem they are experiencing?

4. Envision this person finding themselves enthralled by some content on your website. "YES!" They're saying. "She/he totally gets me!!" What blog are they reading? What's the blog title? What line really resonates for him or her?

5. What do you see possible for this person if he or she were working with you?

6. What's the end of their journey with you look like? What have they accomplished?

