

5 DAY CHALLENGE

TURN YOUR EXISTING KNOWLEDGE INTO
AN ONLINE COURSE



WORKSHEET

YOUR IDEAL CLIENT

Day Three

TODAYS VIDEO

<https://lux.ac/challenge-day03>

TODAYS TASK

Today's task is about getting you clear on WHO is going to buy your training.

Don't get too caught up in making this exercise perfect. It's just a fantasy client, you don't have to tell anyone. You're not even going to have to only work with this type of person.

This is one of the most important pieces of work you can do in your business. And it's also one of the places I find the most resistance.

The things that you resist the most are usually the things you need to do the most and always the things you feel better once they're done.

Dr. Paul

TODAYS TASK

I now know that...

TODAYS TASK

Give them a name

Do they have children? How Many?

What is their annual income?

Where in the world do they live?

What kind of house do they live in?

TODAYS TASK

Where do they go on holiday?

What do they believe right now?

How are they feeling?

What's going on in their world?

Where do they spend time online?

TODAYS TASK

What problem do they have that you can help with?

Why is the way you deliver your training important to them?

Why are you the right trainer for them?

What's the emotional connection between you and your ideal client?

What are 3 things that keep this client awake at night?

TODAYS TASK

What is one big outcome you can deliver to them that will solve the problem that's keeping them awake at night?

Why is now the right time for them to make a decision to train with you?

What is their job?

What kind of company do they work for?

How senior are they?

NOW DO THIS

1. Go to today's post in the Facebook Group
2. Put into the comments who your ideal client is
3. What problem they have and how you'll solve it
4. Use the hashtag #day3

Dr. Paul