

WORKSHEET

Define your Dream Customer

Niching is a game changer for your business.

If you're struggling with defining your Dream Customer, ask yourself these questions to explore where you are feeling the most aligned and should focus your efforts.

Q: Who do you not want to work with? Maybe it's someone you've worked with in the past, or just someone who does not light your fire. Explore this and really try to spell out or illustrate why you don't want to work with that person - is it because they're not ready for what your business can do for them? Because they don't value it? Because they don't have the same values as your brand period? Or maybe because they don't need your brand right now in their lives?

Q: Who do you love working with? Who would you feel jazzed to work with day in and day out? Again, try and remember an experience of someone you really loved having as a customer. Explore what it was that felt so aligned with your brand. What really made it such an amazing experience?

WORKSHEET

Define your Dream Customer

What comes together and stands out as powerful to you? What do you re-read and think hell, yes! Sum it up to tell the Who behind your brand. Remember to be specific and concise.

I LOVE WORKING WITH _____ WHO _____

- Or -

MY PRODUCTS/SERVICES ARE FOR _____

WHO _____