



A DEEP DIVE INTO YOUR

Dream Client Profile

WORKBOOK

www.emebassey.com

Her name is



Put a Picture here...

IN YOUR MIND SHE HAS TO BECOME REAL. A LIVING BREATHING PERSON WITH A NAME, A FAMILY, A PERSONALITY, HOPES AND DREAMS, FEARS AND FRUSTRATIONS.

SHE COULD BE A COMPOSITE OF THE BEST CUSTOMERS YOU ALREADY HAVE OR SOMEONE YOU CREATE IN YOUR IMAGINATION. SHE OFTEN LOOKS LIKE A PAST VERSION OF YOURSELF BEFORE YOU DISCOVERED YOUR SUPER DUPER PRODUCT, SYSTEM OR SERVICE THAT TRANSFORMED YOU INTO WHO YOU ARE TODAY.

SHE COULD ALSO RESEMBLE A FAVOURITE CUSTOMER YOU HAVE TODAY.

YOUR DREAM CUSTOMER HAS A BEFORE AND AFTER PICTURE AND SHE WILL REACH THE AFTER PICTURE AFTER SHE HAS USED YOUR PRODUCT OR SERVICE. THE DREAM CLIENT PROFILE IS THEREFORE THE BEFORE PICTURE.

How to use this workbook

YOU ARE GOING TO WRITE SHORT "STORIES" ABOUT YOUR IDEAL CLIENT IN EACH SEPARATE AREA INCLUDING: .

THEIR PERSONAL LIFE

THEIR PROFESSIONAL LIFE

THEIR GOALS

THEIR FEARS & DESIRES

THEIR BELIEFS & WORLDVIEW.

IN EACH SECTION, READ THROUGH THE GUIDING QUESTIONS. TAKE A MOMENT TO THINK ABOUT THE QUESTIONS. READ THROUGH THE QUESTIONS AGAIN AND THEN START WRITING. AS YOU WRITE, TRY TO ANSWER AS MANY OF THE QUESTIONS AS YOU CAN.. YOU DO NOT HAVE TO ANSWER ALL THE QUESTIONS BUT TRY AND WRITE SOMETHING IN EACH SECTION. AS YOU WRITE, YOU WILL BEGIN TO SEE YOUR DREAM CLIENT AND HER STORY UNFOLD BENEATH YOUR FINGERS.





Quick Tip

3 WAYS

To answer find the answers to the questions

YOUR IMAGINATION

Yes. Don't forget it is a "dream" client - perfect for you!

YOUR EXISTING CLIENTS

Someone you have enjoyed working with.

INTERVIEWS

Talking to potential clients

Basic Demographics

TELL US SOME BASIC INFORMATION ABOUT YOUR DREAM CLIENT. LET'S START GETTING TO KNOW WHO SHE IS.

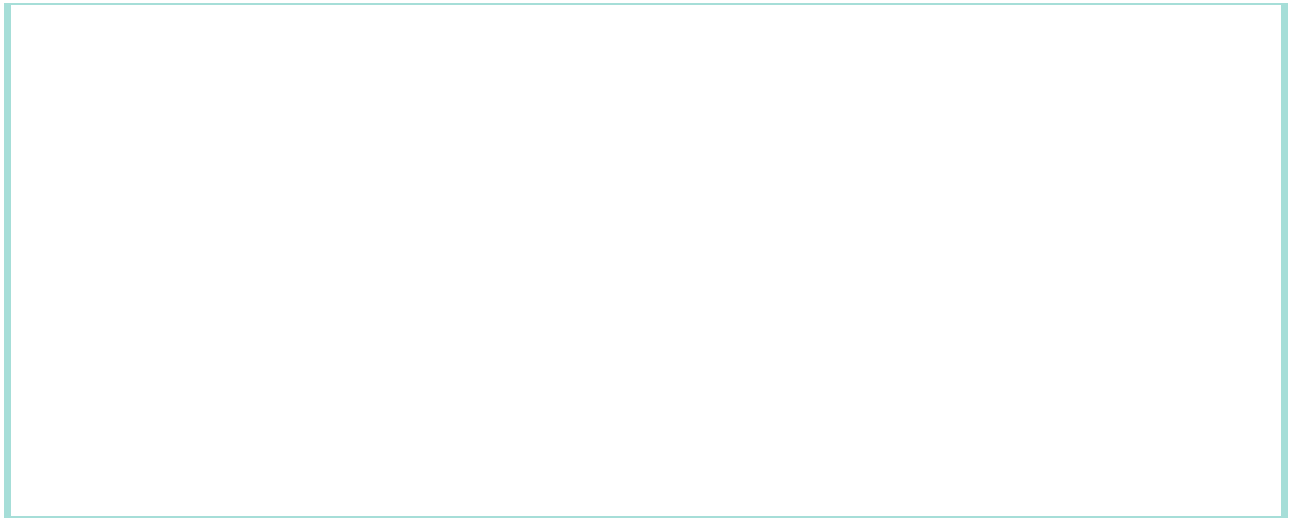
- Are they male or female? What is their age? What is their relationship status?
1. Do they have children? How many? Their ages? their names? Where does she live? What kind of house do they live in? Do they own their home? What kind of car do they drive?

- What is their highest level of education? What schools have they attended?
2. What is their profession? Do they own a business? What kind of business? If so how many employees? How much do they make annually? What is their current salary? Do they work from home? Do they commute? What industry are they in?

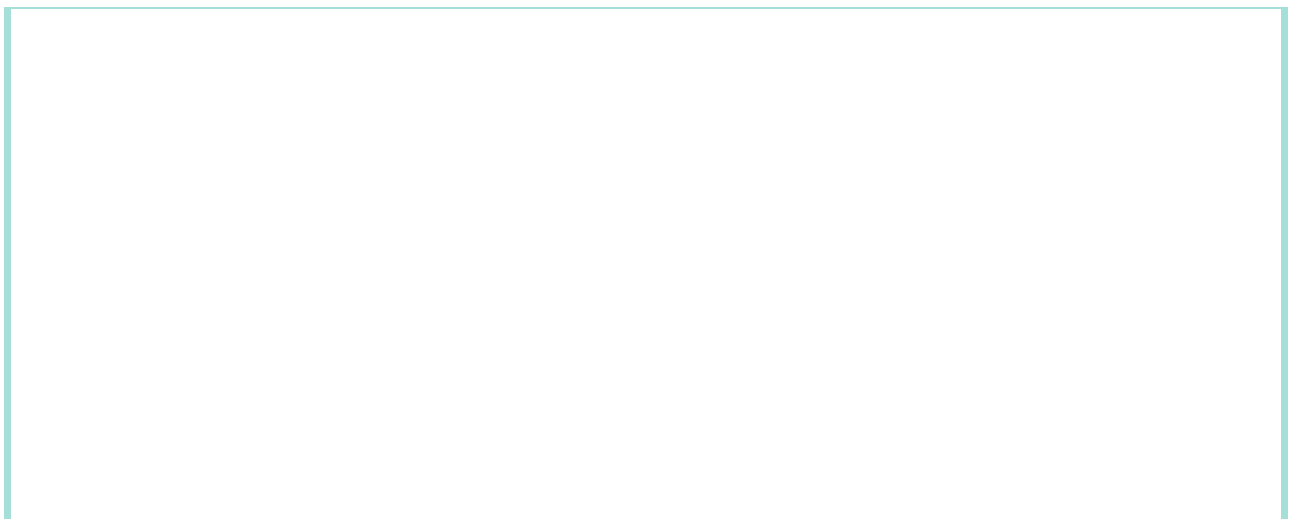
Her Personal Life

LET'S GO A BIT DEEPER AND GET A CLEARER PICTURE OF HER EVERYDAY LIFE.

1. What are their personal interest and hobbies? What do they do on Saturday night? What do they do on Sunday morning? Favourite books, movies TV programs, music, Podcasts? What conferences or events does she attend? What are her guilty pleasures? What's her morning routine? evening routine? What are her guilty pleasures? What does she do in her free time?



2. Who does she Idolize? What writers speakers authors teachers or experts does she follow? What is their source of industry news? What social platforms do they use? What are her favourite brands?



Create a
Dream Client Profile
for
Each new product,
service or offer.

Her Goals

DOES SHE HAVE GOALS? WHAT ARE HER GOALS?

FINANCIAL

FAMILY

BUSINESS

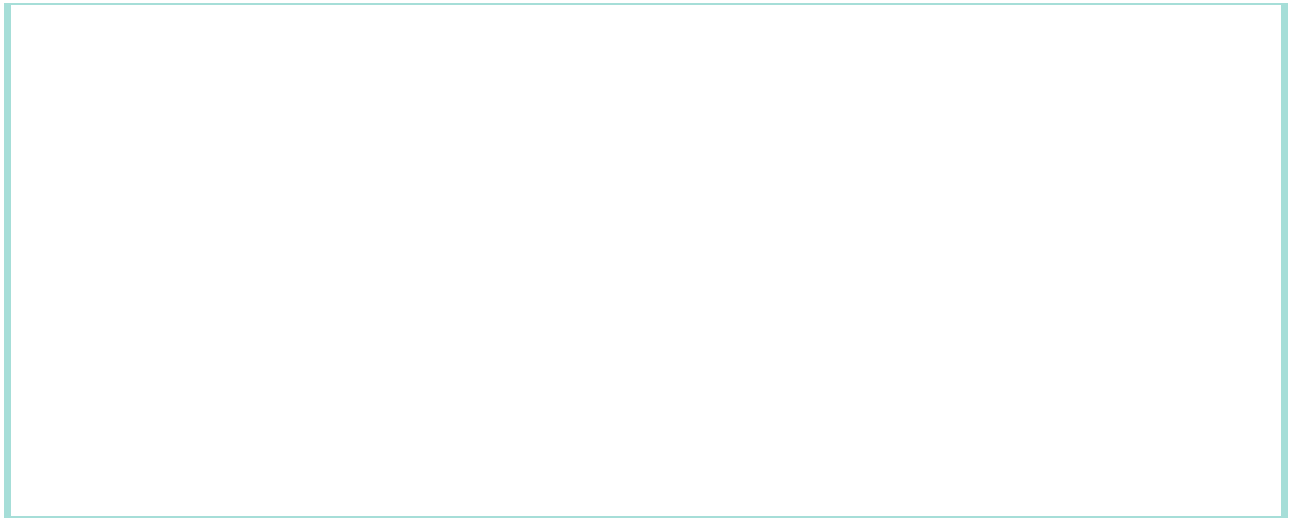
FAITH/CONTRIBUTION

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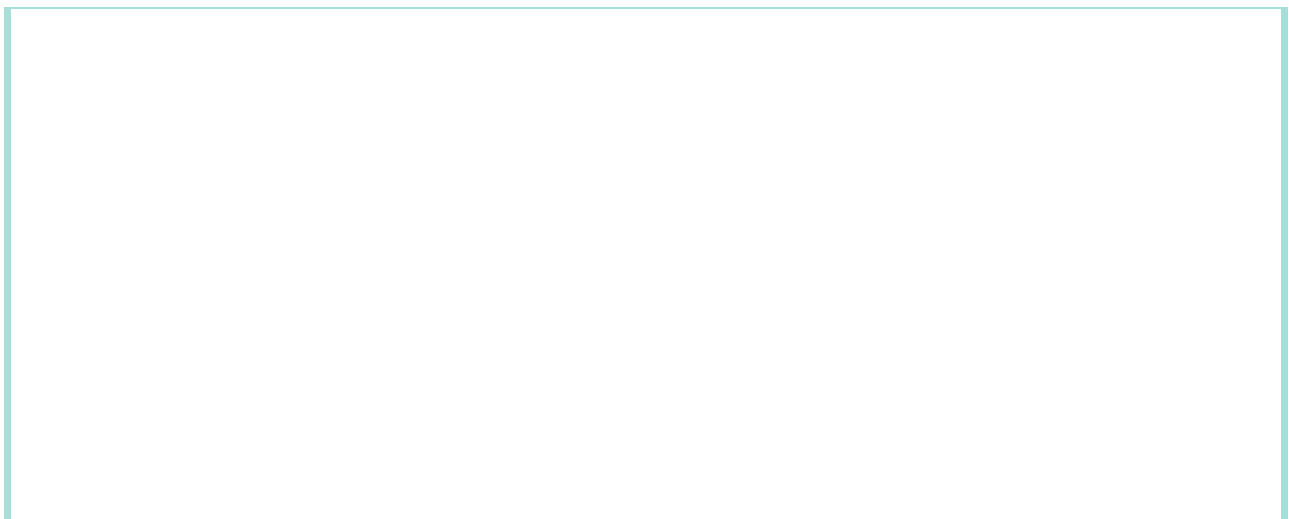
Her Fears and Desires

TRY TO GO AS DEEP AS YOU CAN INTO THE HEART OF YOUR CLIENTS SO THAT YOU CAN SERVE THEM WITH LOVE.. WHEN YOU LIST THE THINGS, THEY COULD BE TANGIBLE THINGS E.G A CLEAN HOME OR INTANGIBLE - E.G. FREEDOM, HAPPY MARRIAGE.

1. List up to 10 things she desperately wants.



2. List up to 10 things she does not want



Her Deepest fears

What do they worry about? What keeps them up at night? What do they secretly fear may be true about their life, What scary thought are are they afraid to face? What's the worst case scenario related to their life situation? What do they fear might fail in their life if their situation continues or if it gets worse? What do they fear others might think of them if they discovered their situation. What are they afraid to lose? How are they afraid people would see them differently?

Her Dream Life

THEIR DREAM LIFE

What do they secretly wish was true about their life situation? What's the "dream solution" that you'd pay almost anything for? How will others respond to them if they get this situation solved in an ideal way? What will they be able to do, get or achieve if their perfect dream situation comes true? Where will they be more powerful and influential in their life if their fantasy situation came true?

*Go ahead and skip the Questions that
may not be relevant to your service or
your dream client.*

Her Belief System

Is there a God? If so, what is God like and what's the relationship? If there isn't a God, does it matter? Where did the universe come from? What's the meaning of life? Does my life have a purpose- and, if so, what is it? What am I supposed to do with my life? What does it mean to live a good life? Does it really matter in the end whether or not I live a good life? Is there life after death? Do they believe in free choice? Do they believe they're in charge of their destiny - or do they believe that someone (or something?) else has a guiding hand?

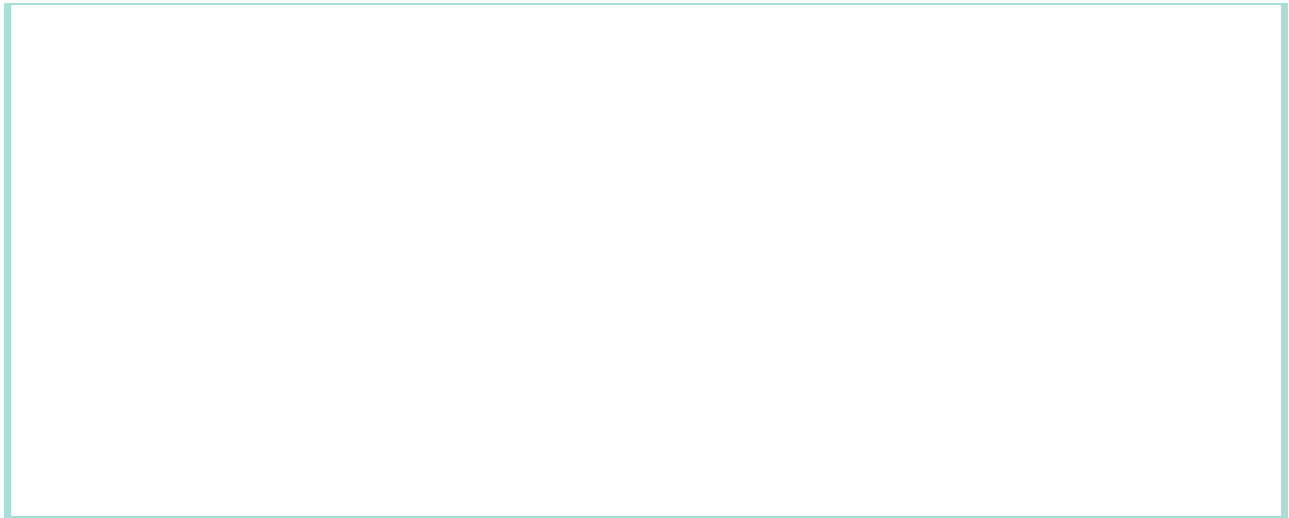
*Keep in mind, your job is not to change
their beliefs, attitudes, or behaviors.*

*Your job is to create a message
that resonates with those beliefs,
attitudes, or behaviors.*

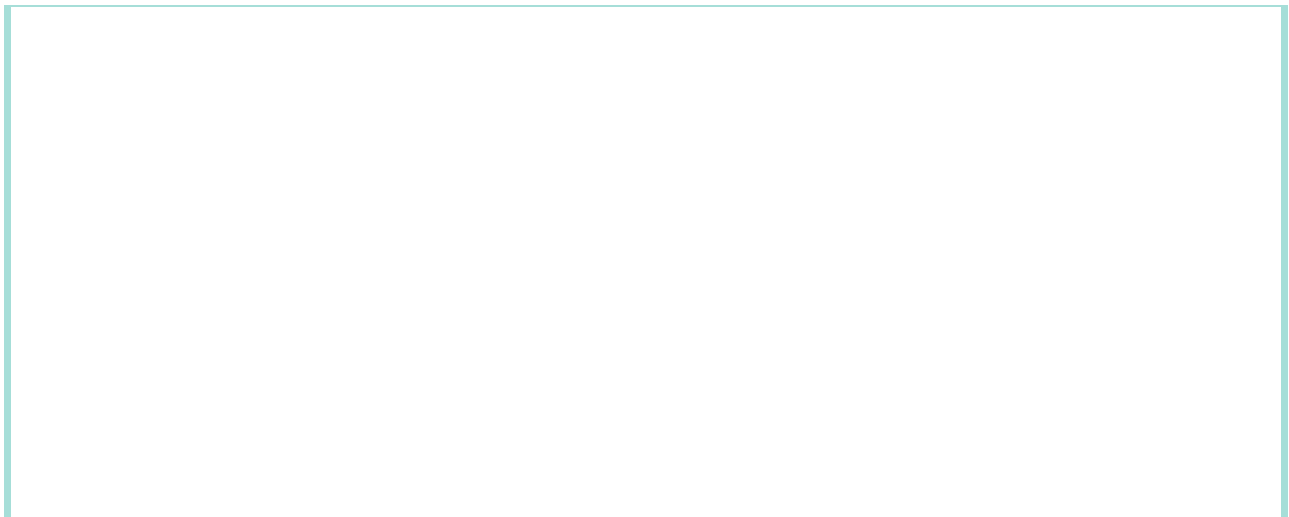
Her Worldview

TRY TO GO AS DEEP AS YOU CAN INTO THE HEART OF YOUR CLIENTS SO THAT YOU CAN SERVE THEM WITH LOVE.

1. WHAT WAS THEIR UPBRINGING LIKE? THEIR EDUCATION? HOW DOES THAT AFFECT THEIR LIFESTYLE, BIASES AND ATTITUDES?



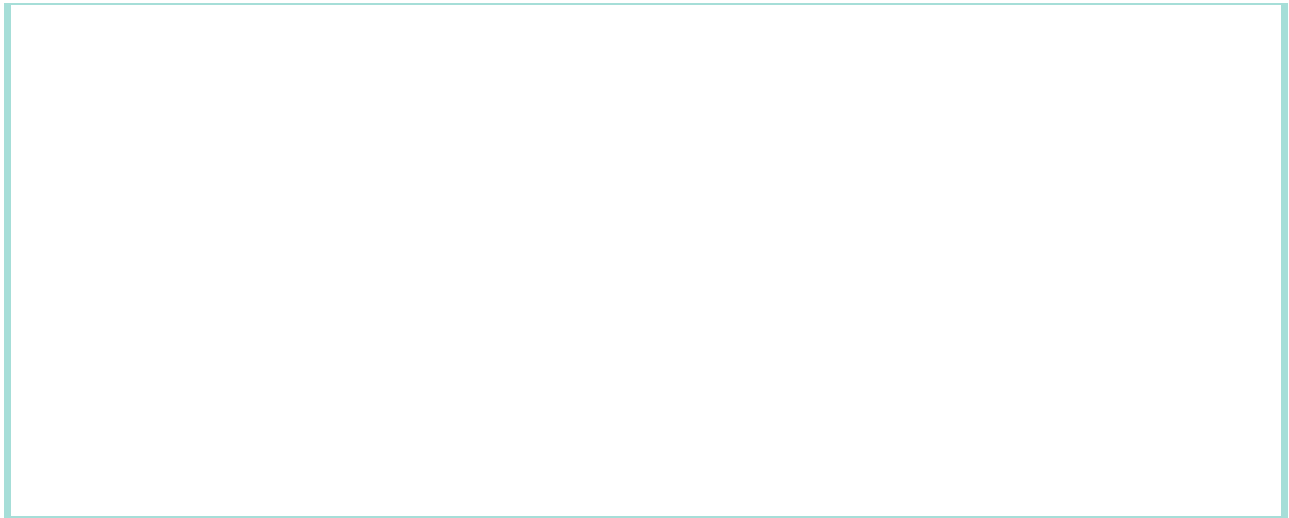
2. WHAT DO THEIR CORE BELIEFS AND VALUES? WHAT DO THEY STAND FOR? WHAT DO THEY BELIEVE?



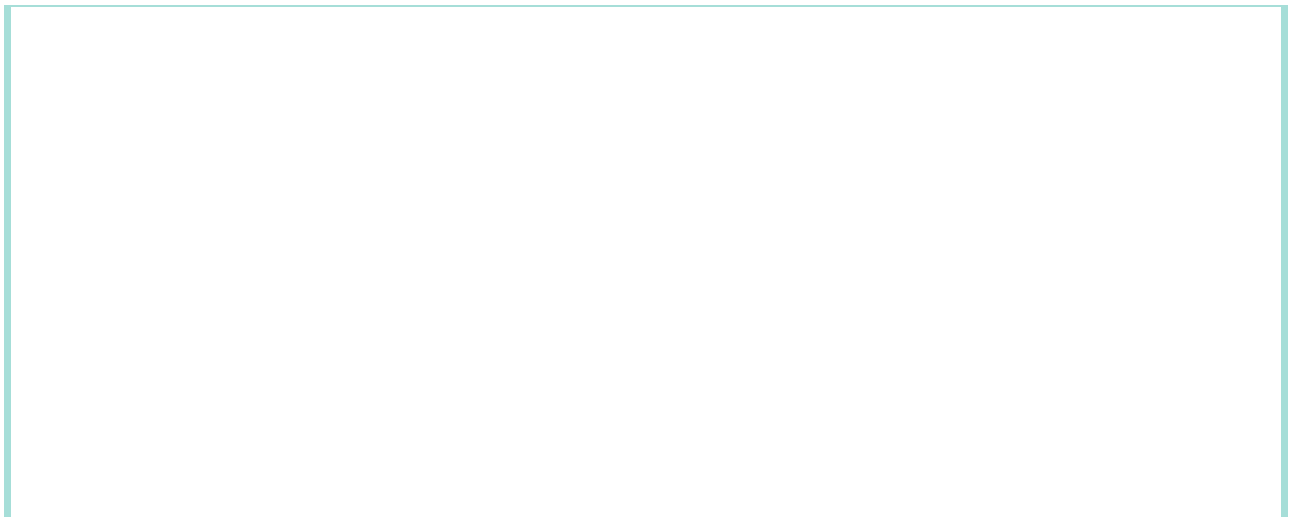
Her Worldview

TRY TO GO AS DEEP AS YOU CAN INTO THE HEART OF YOUR CLIENTS SO THAT YOU CAN SERVE THEM WITH LOVE.. REALLY PUT YOURSELF IN THEIR SHOES

1. WHAT ARE THEIR POLITICAL VIEWS? WHAT ARE THEIR RELIGIOUS OR SPIRITUAL VIEWS? WHAT ARE THEIR FRUSTRATIONS IRRITATIONS AND PET PEEVES? WHAT GETS ON THEIR NERVES?



2. WHAT ARE THEIR FAVOURITE WEBSITES? WHAT IS THEIR SOURCE FOR BREAKING NEWS? WHAT ARE THEY HEARING OTHERS SAYING. WHAT DO THEY WISH COMPANIES OR PEOPLE UNDERSTOOD ABOUT THEM?



Go Deeper.
Develop
Deep empathy
for your dream client.

Worldview Questions

THE ANSWERS TO THESE KINDS OF QUESTIONS ARE WHAT MAKE UP AN INDIVIDUAL'S WORLDVIEW. BY GETTING INSIDE THE HEAD OF YOUR DREAM CLIENT AND KNOWING THEIR WORLD VIEW YOU ARE ABLE TO UNDERSTAND THEM, SPEAK THEIR LANGUAGE AND ATTRACT THEM WITH YOUR MESSAGING.

Are things handed to us? Is luck part of success? Or is hard work the difference between success and failure?

Can anyone succeed? How important is formal education?

Do you view the world as one of abundance and opportunity? Or do you see the world as one of scarcity and competition? Or both?

Is life a game? A war? An adventure? A giant cocktail party? A chess match? Meaningless?

What truly matters in life?

Is taking action pointless?

Should we have it all? Or is that selfish?

What virtues mean the most to you? Independence? Intelligence? Compassion? Duty?

Are you practical, or do you gravitate toward the abstract?

Are you a lover of literature? A lover of pop culture? Or both?

Do you love ideas or prefer people?

How do you view death? Is it something to be feared or embraced? Why? (credit:

Copyblogger - <https://copyblogger.com/worldview-content-marketing/>

If you asked your dream client the above questions, what would she say? Now write a short paragraph describing your client's worldview.

notes

Worldview Statements

COMPLETE THESE STATEMENTS AS IF YOU ARE YOUR DREAM CLIENT.
REALLY DIG DEEP AND FEEL THE EMPATHY. PUT YOURSELF IN HER PLACE
IN HER MIND AND HEART AND ANSWER AS IF YOU ARE HER.

1. HERE'S WHAT I KNOW FOR SURE...

2. I BELIEVE IN...

3. I WANT TO LIVE IN A WORLD WHERE...

4. I CARE DEEPLY ABOUT...

5. I HOPE TO ONE DAY...

Worldview Statements

COMPLETE THESE STATEMENTS AS IF YOU ARE YOUR DREAM CLIENT.
REALLY DIG DEEP AND FEEL THE EMPATHY. PUT YOURSELF IN HER PLACE
IN HER MIND AND HEART AND ANSWER AS IF YOU ARE HER.

1. I WANT NOTHING MORE THAN TO...

2. I BELIEVE IN...

3. I WANT TO LIVE IN A WORLD WHERE...

4. I CARE DEEPLY ABOUT...

5. I HOPE TO ONE DAY...

Her Mission

THIS IS ALSO PART OF HER WORLDVIEW. ANSWER THE QUESTIONS AS YOUR DREAM CLIENT. SPEAK IN HER VOICE.

THIS IS WHAT GIVES MY BUSINESS
MEANING?

THIS IS HOW I WANT TO CHANGE THE
WORLD

THIS IS WHAT I AM WILLING TO DO
TO ACCOMPLISH MY GOALS?

THIS IS WHAT I WANT MY LEGACY
AS A BRAND TO BE?

NAME ONE THING THAT:

EXCITES YOU
MAKES YOU ANGRY
SURPRISES YOU
BREAKS YOUR HEART

CONCERNS YOU
MAKES YOUR AFRAID
KEEPS YOU GOING

Intersecting Questions

KEEP IN MIND HOW YOU PLAN TO HELP YOUR DREAM CLIENT WITH YOUR PRODUCT OF SERVICE AND NOW ANSWER THESE QUESTIONS. GO AS DEEP & BE DETAILED AS YOU CAN.

1. WHO IS FAILING THEM?

2. WHERE ARE THEY STUCK?

3. WHAT ARE THEIR BLIND SPOTS?

4. WHAT ARE THE COMMON STICKING POINTS ALONG THE JOURNEY?

5. WHAT ARE THE THINGS THAT CAN TRIP THEM UP THAT THEY DON'T SEE YET?

*Intersecting questions will help you
create messaging that positions your
product as a better solution for your
dream client.*

Who is letting them down?

TRY TO GO AS DEEP AS YOU CAN INTO THE HEART OF YOUR CLIENTS SO THAT YOU CAN SERVE THEM WITH LOVE..

1. Who is letting them down? What people, industries or companies are letting them down?

2. Who made promises to them? What systems are not working for them? What systems did not match what they really needed.

Enter Text Here...

WHAT LIES ARE THEY BELIEVING..

ABOUT THEMSELVES

ABOUT THEIR INDUSTRY

ABOUT THEIR CUSTOMERS

What are they saying?

WHAT HAVE WE HEARD THEM SAY OR WHAT CAN WE IMAGINE THEM SAYING? TRY AND IMAGINE THE THINGS THEY ARE THINKING AND/OR SAYING TO THEMSELVES AND TO OTHERS. USE THE SENTENCE STARTERS OR WRITE YOUR OWN



I WISH



I SHOULD



I WONDER WHETHER



MY FRIENDS SAY



I THINK



HOW DO I



I GET FRUSTRATED WHEN



I DONT KNOW WHETHER

