



Mentoring Program

Successful Business Building Steps

Course 7 Module 4 Lesson 3

The ABC's of Your Ideal Client

(Refer to Mentoring Course 4: The ABC's of Your Ideal Client)

Be sure this client struggles with the issue, situation or challenge that you're teaching on. If not, use that same course to create an avatar who DOES need this topic.

Focus and imagine that you're sitting with your ideal client, face-to-face, having a conversation and maybe even asking her your test questions. Make notes about what you hear her say as she's telling her story. Take about 30 minutes to imagine you're writing out everything she's saying.

Her story will include:

1. What has happened to her? (Write out the aspects!)
2. How long has she been dealing with this?
3. How does she feel about what has happened to her?
4. How is this affecting her relationships? Write it out, one by one: marriage, children, work, etc. Brainstorm on ALL those areas that you know are part of the 50 questions of her back story.
5. Is it affecting her moods, her health and her hope?
6. What are the long-term concerns if she doesn't find a solution? Where will she be in 3 months or 3 years? Write out all of the sad and possibly tragic potential dangers.
7. Think about all the places she's looking for a solution and it's not helping. Is she talking to friends, a counselor, a doctor or spiritual advisor? It's important that you be aware of what she's doing that is NOT helpful and may be expensive, time consuming and actually increasing her distress.
8. What is possible if she commits to doing deeper work on mindset, spirituality and tuning in to her Higher Power with TET Tapping?
9. Can you then draw a few word pictures of the most miraculous and wonderful outcomes you can imagine? Think in terms of how it will affect EACH of the areas that you just described as suffering from the impact.

Be sure that you're using the language that she would actually be saying to you. We want to use her words in defining and clarifying this is as an issue and all the ways she's suffering and struggling because of it.

CAUTION: As you create your content, your participant may NOT say these things exactly. However, there are three (3) things this exercise will do for you:

1. It will help you hone in on the language they will use and the layers of issues they are suffering from.
2. Help you tap into your intuition and download possible reframes long before you start your presentation.
3. Calm your nerves and give you confidence that you know more about this topic than your audience.