

The Spirit of Wealth *mastermind AND masterclass*

WITH AMIRA ALVAREZ

Business Incubator Class 3 - Identify Ideal Client, Define Your Message

Who are you most likely to make the **deepest impact** with?

Let's UNDERSTAND your ideal client:

Demographics:

Who are they?

Age

Sex

Relationship

Kids (and age)

Education?

Career?

Earnings?

Business Annual Turnover?

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Personality / Preference:

Introvert? Extravert?

Accessed personality style ie: DISC

What are their strengths? Weaknesses?

What motivates them?

What is their learning style?

How do they like to receive communication?

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Core Values (Choose 5)

- Family
- Freedom
- Security
- Loyalty
- Intelligence
- Connection
- Creativity
- Humanity
- Success
- Respect
- Invention
- Diversity
- Generosity
- Integrity
- Finesse
- Love
- Openness
- Religion
- Order
- Advancement
- Respect
- Joy/Play
- Forgiveness
- Work Smarter and Harder
- Excitement
- Change
- Goodness
- Involvement
- Faith
- Wisdom
- Beauty
- Caring
- Personal Development
- Peace
- This Too Shall Pass Attitude
- Honesty
- Adventure
- Kindness
- Teamwork
- Career
- Communication
- Learning
- Excellence
- Innovation
- Quality
- Commonality
- Contributing
- Spiritualism
- Strength
- Entertain
- Wealth
- Speed
- Power
- Affection
- Cooperation
- Love of Career
- Friendship/Relationship
- Encouragement
- Pride in Your Work
- Clarity
- Fun-Loving
- Charisma
- Humor
- Leadership
- Renewal
- Home
- Harmony
- Happiness
- Be True
- Contentment
- Friendship
- Courage
- Balance
- Compassion
- Fitness
- Professionalism
- Relationship
- Knowledge
- Patience
- Change
- Prosperity
- Wellness
- Finances
- Gratitude
- Grace
- Endurance
- Facilitation
- Effectiveness
- Fun
- Fame
- Justice
- Appreciation
- Willingness
- Trusting Your Gut
- Giving People a Chance
- Patience
- Forgiveness
- Self-Respect
- Abundance
- Reciprocity
- Enjoyment
- Entrepreneurial

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Let's go even deeper into UNDERSTANDING your ideal client.

What are their dreams?

What is their BIG why?

What keeps them up at night?

What do they fear the most in life?

What is their threshold for discomfort?

What motivates them?

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Let's go even deeper into UNDERSTANDING your ideal client.

What are their priorities?

Why do they make it a priority?

What makes them mad?

What makes them happy?

What is the biggest problem they need to solve?

What are their hobbies?

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Let's go even deeper into UNDERSTANDING your ideal client.

Who are their hero's?

What do they watch on TV?

What kind of books do they read?

Where do they shop?

What social platform are they active on?

Where do they hide?

How long have they waited for X (whatever you deliver)?

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Your Story

Write out 3 examples of your story: Your pain, your transformation, your success.

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Their WHY!

Write out 3 examples of your ideal clients BIG why:

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Examples of Success

List all testimonials or your success story below:

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Value Add

List 10 Value Add statements of benefits your clients receive from working with you:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.