



The Possibility Path™ for Small Business

A Life Coaching Program based on
Book One

“Bringing Possibilities to Reality”

Step Two

YOUR IDEAL CLIENT

PART 1

WHO ARE YOU SELLING TO?

The Possibility Path™ for Small Business

INTRODUCTION

There are almost 8 billion people in the world today.

Your small business only has to reach a few!

In order to sustain you and create the life you want to live, you only need what you need. That number can be anywhere from fifty to a few thousand. It is different for every person and every business. And it all starts with one: Your Ideal Client.

Your Ideal Client is the person who is your biggest fan.

They love everything you create, why you create it, and buy it all!

They support you when you are down and share your work with others, lifting you up. They are the ones who will help you grow, but also keep a steady income in your day-to-day cash stream.

They are what in the restaurant business we call “regulars.”

They love what, who, when, where, how, and why you do what you do and they will keep coming back as long as you do it.

So, who is this person?

That’s what we are here to find out.

You may already know who this person or people are in your life.

You may want to change who your clientele is and not sure how to do it.

You may even be surprised at the answers that come up as we delve into the mind, habits, and lives of the perfect customer for your business.

It’s all a part of the discovery as we move onto the next step of your path to possibilities:

Step Two, Part 1.

Who are you selling to?

The Possibility Path™ for Small Business

STEP TWO. PART 1.

WHO ARE YOU SELLING TO?

For this Step you can listen to the SHORT CUT **first** to give you insight if you aren't sure about these answers. Or you can do the Short Cut **after** you answer the questions and see how they compare!
Do what is best for you.

WHO IS YOUR IDEAL CLIENT?

If you could have the very best client/customer for your business, who would that be? Imagine ONE PERSON. You may know this person or can just make them up!
Who is your Ideal Client!

Describe in detail using the prompts below:

THE BASICS

What AGE is this person?

What does this person look like?
(Culture and race do matter in some businesses)

What are they wearing?
(Casual, business, culture, country, dressed for an activity?)

What gender orientation is this person?

Are they married?

Do they have kids? How many? What ages?

Do they homeschool or send their kids to public or private school?

Where does this person live?

What city and country does this person live in?

Does this person live in a house? Apartment? Other?

What job or position do they hold?

What is their income? Do they work outside the home?

What is their household income?

**What does this person eat and drink? Where? (Cook or eat out?)
(Yup! That matters. Diet shows who we are quite a bit!)**

What are their hobbies? List what and why they like them!

What is important to them in life? Why?

RELATIONSHIPS

How do they feel about their families?

How do they feel about their friends?

How many friend or friend groups do they have?

How do they connect with these friends? (In person? Texting? At school or work? Doing road trips or retreats? Eating out? etc.etc.)

INFORMATION

How did they find/discover you or your business/product?

*This is also market research.. how you FIND this person! If you don't know, you can find out by imagining what you and this person have in common and how they get their info.

What do they read each day?

How do they get their news?

Do they buy online?

Are they on social media? Which social media?

INTERACT WITH YOUR IDEAL CLIENT

Imagine you are interacting with this person, what is your interaction?

Are you talking to this person in person?

Are you reaching this person online?

Are you teaching or educating this person yourself or with a product?

What and How are you or your product teaching them?

Are you aiding or helping this person in some way? What way? Describe in detail if you can your interaction. (Imagine you are using your product with them. What are you doing?)

What do they like about your product or you?

How do they use your product/classes/services?

Why do they like YOU?

(Imagine they are writing a review of you and your business. What would they say? If you don't know, ask a customer you have or someone you know who is like this what they would like about your business!)

What is it you give them that others do not?

What is it that connects you to your client?
(If you could reach them in any way, what way would you prefer to reach them?)

What do your products or services give them?

PUT IT TOGETHER

If this Ideal Client could tell you anything right now, what would they say?

BONUS

You can use these questions to help give you greater insight as to what you truly want in your business and what you would like to leave out!

TAKE A LOOK:

Take a look at clients or customers you already have in your business or have dealt with in previous jobs.

What did you absolutely HATE about these people? 😊 Yup. Go there. List what you hated about them:

What did you absolutely LOVE about them? Why?

If you could change ONE thing about them, what would it be? Why?

The Possibility Path™ for Small Business

SHORT CUT

Meet Your Ideal Client

A Short Cut is a Guided Visual Exercise that helps allow access to our own inner wisdom, our unconscious information Possibility Doorway, and our own inner intuition.

Listen to each Short Cut and then process your insights.

Questions are just suggestions to get the ball rolling. You might get new insights you never thought of that have nothing to do with the topic at hand or realize things that are not in the questions. Allow. It is your time. It is your program. It is your inner wise self.

Go where the journey takes you!

List your insights

CHECK IN

Date

WHAT things have changed?

WHAT things have stayed the same?

WHAT is working?

WHAT is not working?

WHAT do you need to improve?

HOW do you plan to improve them? (Set goals and focus words.)

CHECK IN

Date

WHAT things have changed?

WHAT things have stayed the same?

WHAT is working?

WHAT is not working?

WHAT do you need to improve?

HOW do you plan to improve them? (Set goals and focus words.)

The Possibility Path™ for Small Business

By entering this program, you understand that this copyright material and should not be shared with anyone who is not in this program.

Because this is a personal development program, please understand the importance of keeping this material private within the group or your coaching time with Jeannine.

*Feel free to share the insights, ideas, and growth you have experienced with people you trust and who care about you, including family, friends, coworkers, therapists, doctors, etc. and of course the group that you are working with on the **Possibility Path**.*

Please direct any professional questions to Jeannine at jeannine_proulx@yahoo.com

All material is copyrighted. 2023 © by Jeannine Proulx
