



Dreams
Animation™

LET'S TALK ABOUT YOUR IDEAL CLIENT

To be successful in sales you must identify your target/ideal customer. Remember that less is more! Identifying it will lower your marketing costs and get them to buy from you faster, more often, and with less resistance. In this task for day 4 you will identify who your ideal client is and how your solution will help them heal their great wounds, disagreements and problems.

#1 Describe your ideal client in specific terms.

#2 Describe the specific problem your ideal customer is having.

#3 Describe the specific, measurable results your ideal client wants.

#4 Describe the specific solution you offer to help your ideal client overcome their problem.

#5 In your opinion, why does your solution outperform others on the market?