

WHO ARE YOUR IDEAL CLIENTS?

NAME	PROBLEM	QUALITY
1.		
2.		
3.		
4.		
5.		

Describe your ideal client in 20 words or less:

CORE ATTRIBUTES: REAL PERSON WITH FRUSTRATIONS, FEARS, NEEDS & DESIRES • VALUES EXPERT GUIDANCE • CAN BE EASILY IDENTIFIED & CONTACTED • PAYS ON TIME, LOYAL & REFERS OTHERS • TAKES RESPONSIBILITY & 'PARTNERS' WITH YOU

GROWTH CLARIFIER

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4 WAYS TO GROW	2021 FOCUS	NEXT STEPS
SELL TO NEW CUSTOMERS		
SELL MORE TO EXISTING CUSTOMERS		
DEVELOP NEW PRODUCTS AND SERVICES		
RAISE PRICES		

Why do you want to grow?
What makes this exciting for you?

MEASURING SUCCESS

	GOOD	BETTER	BEST
INCOME			
IMPACT			
FREEDOM			
OTHER			