

Client Clarity: Narrative Activity

In order for you to speak to your client's (audience's) needs before they ask...

...it is important that you know who they are. Really--we have to know WHO they are in incredible detail in order to present your opportunity/assistance/product to them in an effective way. What keeps your ideal client up at night? What inspires them? What motivates them? In addition to that, what things do they feel disempowered by? What makes them sad? What does their family look like? Job? Career? The list can go on and on!

But we're not just stopping there at answering those questions. Let's have some fun! We are going to write our client's life story. Follow me here...When we get REALLY, and I mean, REALLY clear about your client, then we can create even better materials and strategies to reach them where they are.

For example:

Level 1: My ideal client is a female entrepreneur, aged 25-40.

Level 2 encompasses a deeper level. This level discusses what their pain point/desire is.

Level 2: My ideal client is a female entrepreneur who feels there's 'never enough time' and now, she wants more so she can provide for her kids and family.

Now Level 3 is our story. This example is only the tip of the iceberg. I want you to give your client a name, tell me where she or he lives, what they do for a living, their everyday routine. This example doesn't have to encompass the experience of each and every one of your clients, BUT for this, I want you to envision your IDEAL CLIENT. If you were to dream up the PERFECT client for you and your business or brand, what does she/he look like, think like, love like, and so on.

Level 3: Suzette is a 26 year old data analyst. She has a good gig, but she can't help but wake up in the middle of the night thinking--is there more "out there" for her? She's got the house, the dog, the steady job, but now she's wondering, who's idea of success is this? Is this mine or my family and friends' vision of success? She's been thinking about how she can use some of her passions to add value to other people's lives, but she's been pouring so much into work lately, she rarely feels like she has time and energy for herself and HER passions. In fact, what are her passions? [continue]... Now, it's YOUR TURN!



Level 1

Level 2

Level 3 (Be creative!)