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HOW TO ATTRACT AND RESONATE WITH YOUR IDEAL CLIENT WEBINAR



The Upleveling Your Business
Fast Track Way



A. YOUR IDEAL CLIENT.

A key to successful business management is that you must drive your marketing and choose who specifically you wish to attract.

1) Personas vs. Avatars

Personas are _____ of people who help us get clearer on who we want to target.

An Avatar is a _____ that embodies the _____ you are looking for.

NOTES:



2) Research Where Your Audience Spends Their Time.

#1: _____

#2: _____

#3: _____

3) Refine Your Client Profile

#1: _____

#2: _____

#3: _____

NOTES:



B. YOUR IDEAL MESSAGING.

1) Using Your Ideal Client's Traits to Shape Your Messaging

#1: _____

#2: _____

#3: _____

#4: _____

#5: _____

NOTES:



2) Connect with Your Story & Core Values that Resonate with Your Ideal Audience

#1: _____

#2: _____

#3: _____

#4: _____

#5: _____

NOTES:



3) The Hero Story.

You must make the Story about _____ such that they feel they are in the _____.

You create the _____ and _____ they are seeking in their lives.

NOTES:



C. YOUR IDEAL CONTENT.

Once you have the messaging, you must build out a plan that can be executed with consistency!

1) Craft a Plan with Themes that Will Resonate

Take into consideration your _____ ,
the _____ you want and what your clients
_____.

You need both _____ and a _____.

NOTES:



22) Get Granular with Your Plan.

#1: _____

#2: _____

#3: _____

3) Engage Your Audience

#1: _____

#2: _____

#3: _____

NOTES:



YOUR ACTION PLAN

Congratulations! You have taken the right first steps toward better understanding your ideal client and creating the messaging that will resonate with them. This is such an important part of expanding your marketing and growing a thriving, profitable business!

However, there is so much more to the process than I can go through in an hour. Developing the right messaging is as much a science as it is an art, and I have brought on a rockstar team that helps me through the process.

You don't have to go it alone, though! Over the past few weeks, my Marketing Team and I have been working on something special – something I know will save you a ton of time and money and help you focus your marketing efforts, bringing the right clients to you.

We have created a course designed just for you: **Design Your Ideal Messaging!** In it, you will find insights and training from me as well as from my Client Engagement Specialist, my Copywriter, and my Marketing Assistant.

Each person brings a different perspective and a depth of experience that will help you:

- * Pinpoint your ideal client and understand where they hang out, what they're looking for, and how to connect with them.
- * Understand both your own story – what sets you apart as the person your ideal client wants to work with – and how to make your reader or listener the hero of your unique message.
- * Create and implement the systems, strategies, and tools you need to consistently put your message out there and effectively connect with your ideal audience.

Take advantage of my team's experience to fast-track designing your ideal marketing message!

Because this information is so vital to your marketing success, I have decided to make it super affordable and easy to work through. There are a few parts that you will have to do yourself (after all, it is your story and your message!), but we have streamlined the process for you – and the course is designed to empower your team to help you with a lot of it!

Click here to check it out and get your own copy – and get ready to design the messaging that your ideal client needs to hear! <https://www.uplevelingyourbusinesssystems.com/dyim>