

# Signature Program Creation



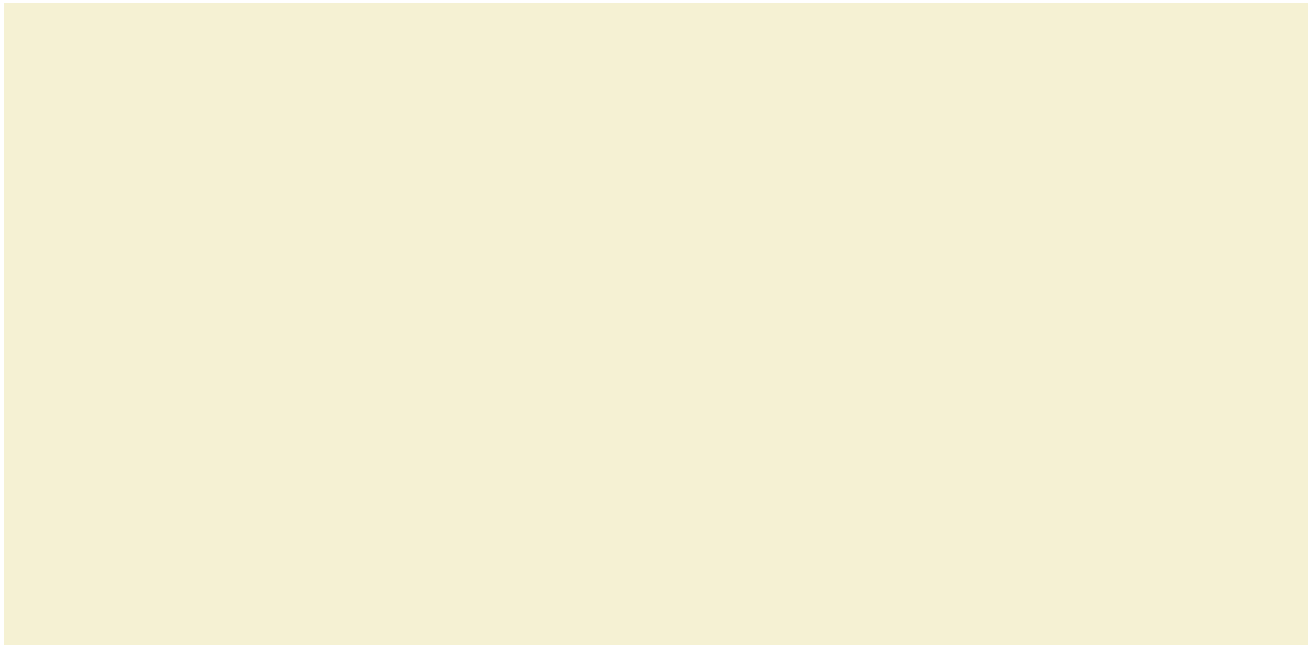
*Module 3 -  
Aligned Ideal Client  
Solar Plexus Chakra*

Video 1

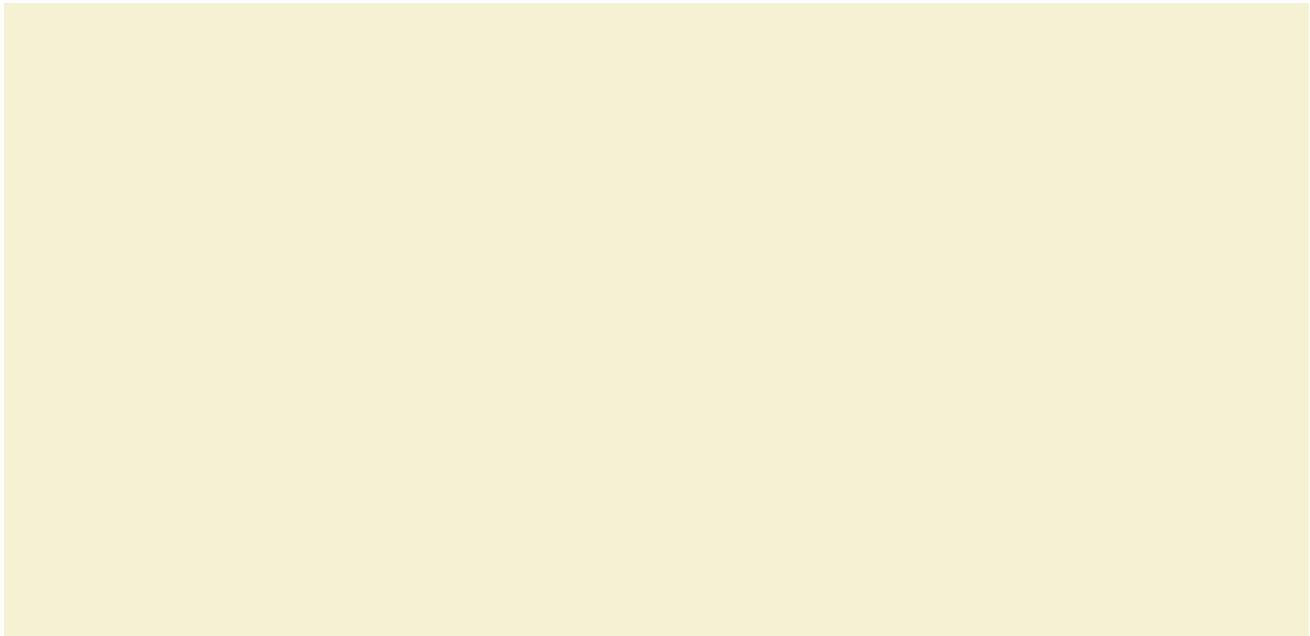
Nobody will listen if your message isn't clear, no matter how much you market your business or how good your product is.

I would like you to think deeply when you answer the following questions:

1. How can you stand out from the noise (your uniqueness)?



2. How can you be SEEN, HEARD, and UNDERSTOOD?



**By the end of this module you will be clear on your ideal client.**

Now, let's get clarity:

1. Who is your ideal client?
2. What does your ideal client want? (WANTS)
3. What does your ideal client have to defeat to get what they want? (FEARS)
4. What tragic thing will happen if they don't? (PROBLEMS)
5. What wonderful thing will happen if they do? (ASPIRATIONS)

OR

What problem are you helping them solve? What will life look like if they benefit / do not take our service?

## IDEAL CLIENT PROFILE

Gender \_\_\_\_\_

Profession \_\_\_\_\_

Social status \_\_\_\_\_

Earnings \_\_\_\_\_

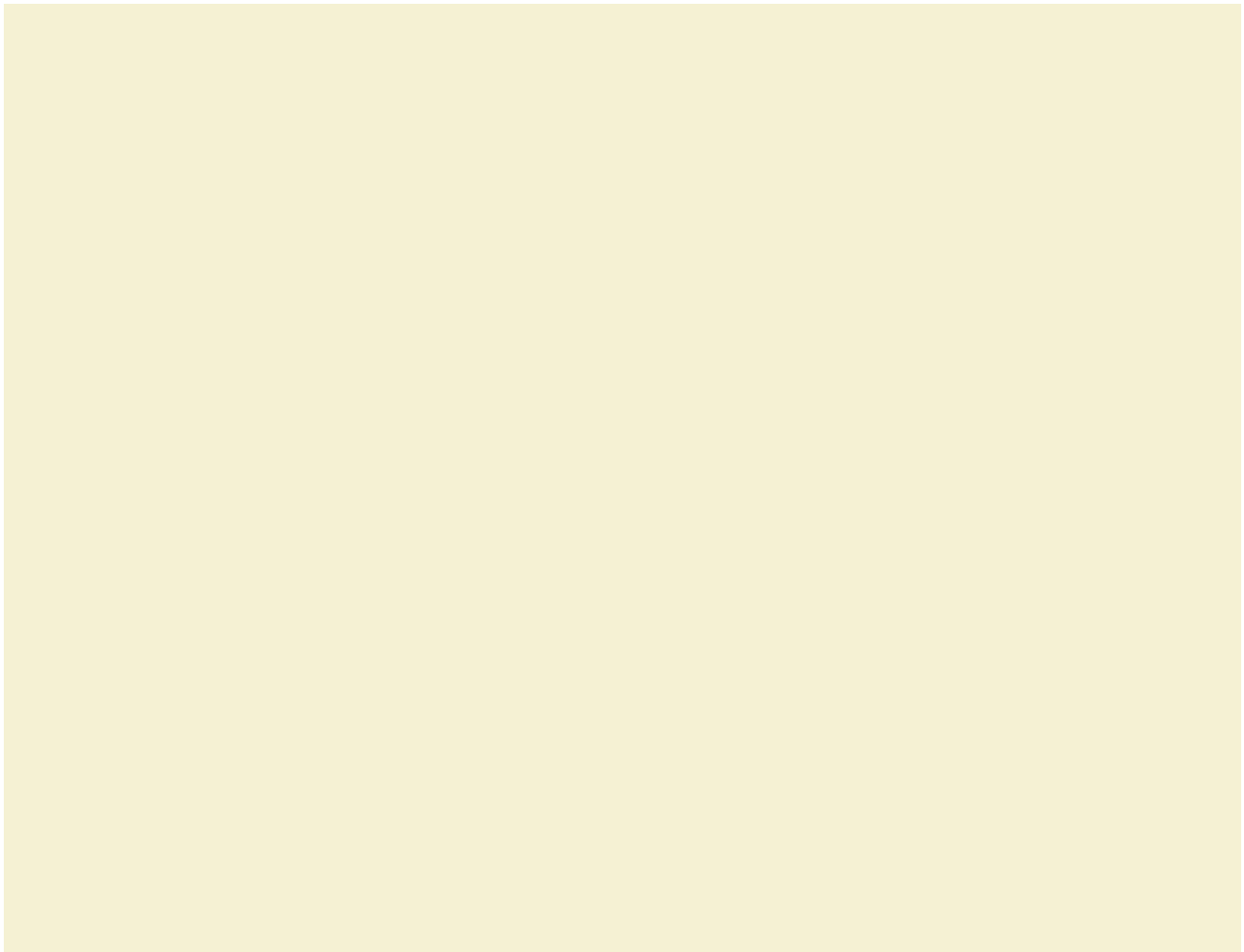
Family status \_\_\_\_\_

Location \_\_\_\_\_

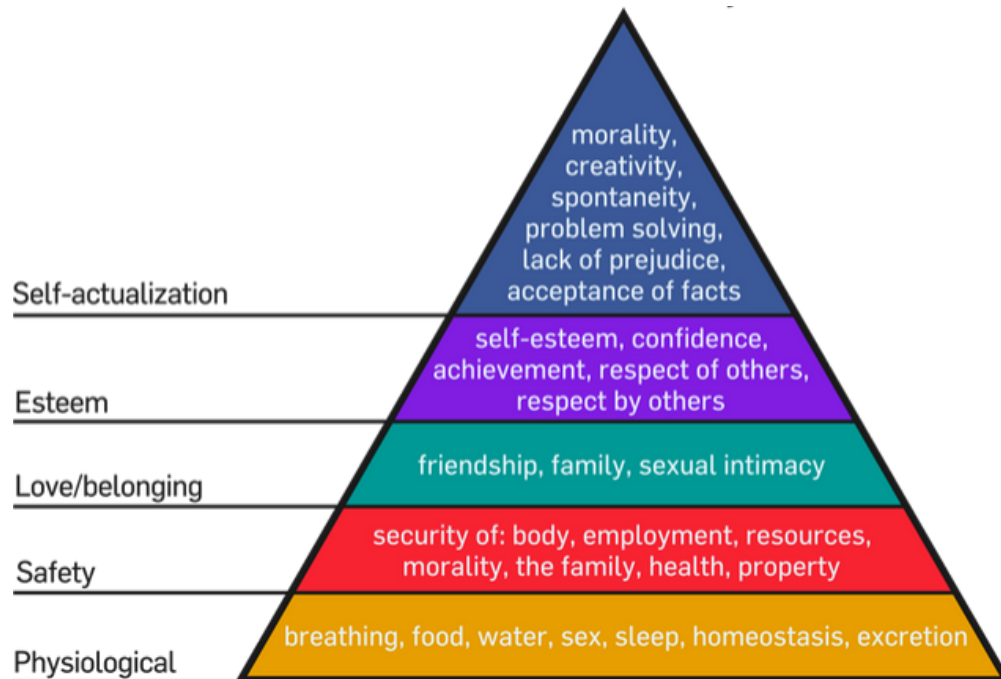
Hobbies \_\_\_\_\_

Where they hang out / shop / eat etc. \_\_\_\_\_

You have to organize your information in such a way that people are compelled to listen.



As human beings we function on a very simple and clear system, which has at base Maslow's hierarchy of needs.



Do you offer solutions to which problems in the hierarchy? It could be that the solutions you offer address problems from different levels.

The clients have 3 needs:

- Physiological (physiological + safety)
- Emotional (love/belonging + esteem)
- Philosophical (self-actualization, becoming the best version of themselves)

Having your ideal client in mind, please write in the opposite box what their wants, fears/problems, needs and aspirations are according to Maslow's hierarchy.

In this way you will get to deeply know your client and it will be easier to transmit your message on how you can help them.

Once you get clear on your client and how you help them, you can clearly communicate your message, tell your story in such a way that they hear the message. You will be able to create communication pieces/ strategies that engage your clients and grows your business.

**WANTS (The client has a desire)**

- Physiological (physiological + safety)
- Emotional (love/belonging + esteem)
- Philosophical (self-actualization, becoming the best version of themselves)

**FEARS/PROBLEMS (But he cannot achieve that desire because s/he is stopped by fears/problems)**

- Physiological (physiological + safety)
- Emotional (love/belonging + esteem)
- Philosophical (self-actualization, becoming the best version of themselves)

**NEEDS (The client realises that they have/need to do something/work with someone in order to overcome those fears and problems)**

- Physiological (physiological + safety)
- Emotional (love/belonging + esteem)
- Philosophical (self-actualization, becoming the best version of themselves)

**ASPIRATIONS (In this way they achieve even a bigger dream)**

- Physiological (physiological + safety)
- Emotional (love/belonging + esteem)
- Philosophical (self-actualization, becoming the best version of themselves)

