

The Video

In this video, I discussed the importance of knowing who you're selling to so your content is tailored for everything they're looking for. But this can be daunting and it might even be hard knowing where to start. But after years of creating Ideal Client Profiles, I created an exercise to help with the process.

The Goal

I want you to create such a distinct idea of who you're speaking to that every time you're ready to post a photo on Instagram, you know it's the perfect fit for your Ideal Client.

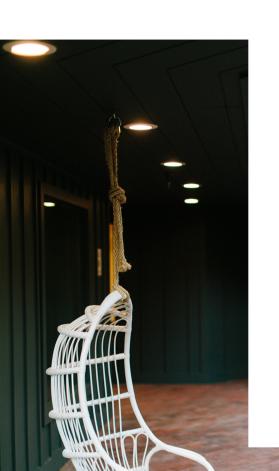
I firmly believe creating a story about your Ideal Client is the easiest way to make him/her a real person in your mind. Sure, it might feel silly, but once you're confident in your Ideal Client Profile, you'll soon be attracting your dream clients...all because you're talking to him/her in a way they love about the things they love.

The Story

Below you'll find a series of sentences you'll fill in according to what fits for your business. The more sentences you answer, the more complete your story will be. In fact, you'll get 10,000 bonus cool points for completing the assignment in its entirety. Com'on who doesn't love cool points?!



Before you get started, I'm sharing a list of my favorite descriptive words (adjectives) to ensure this Instassignment is easy and fun!



MY FAVOITE ADJECTIVES:

Adorable Gentle Glamorous Adventurous Beautiful Happy Helpful Bright Calm **Important** Cautious Joyful Cheerful Lazy Loveable Defiant Delightful Naughty Nice **Encouraging** Energetic Obedient **Entertaining** Outrageous Educational Poised Fancy Powerful Friendly Quaint

tle Real
norous Selfish
py Shy
oful Silly
ortant Tender
ul Thoughtful
v Uptight
eable Vivacious
ghty Valuable
dient Witty
rageous Young

In the((choose a city), you'll find n		amia, aij, oitj oi	
	(choose a name) and he/	she is	(choose an age
years old.	(GHOOSE a name) and ner	3110 13	(GIIOOSC all age
	/her as(adj	iective) and	(adjective)
e/she (choose one) spends	the weekend enjoying	(list activity)	(aujootivo
list activity) and	(list activity)	(ince docivity)	
e/she dresses in	(list activity). (adjective) and	(adjecti	ve) clothing and sh
at (list	a clothing store) and	(list a clothi	ing store) Overall
	ibed as(adj		ing storo,. Grorum,
My Ideal Client is/is not (cho			
My Ideal Client does/does no			
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Facehook account), and	(list an Facebo	ok nage) on Facebook	(mot u
	cause they are		
(adjective) and they post	(adjective) typ	es of updates, videos, a	nd photos.
Ny Ideal Client follows	(list an Instagran	n account).	(list an
Instagram account), and	/list on Instagr	ram account) on Instag	ram.
	(IISL all HISLAGI		
He/she likes these accounts (adjective) and they post _ When my Ideal Client finds n to feel _	because they are(adjective) typ ny website, my Facebook Page, an (adjective), to see	(adjective) and _ es of photos. Id my account on Instag (adjective) phot	ram, I want him/hei
He/she likes these accounts (adjective) and they post _ When my Ideal Client finds n to feel _	because they are(adjective) typ ny website, my Facebook Page, an	(adjective) and _ es of photos. Id my account on Instag (adjective) phot	ram, I want him/her
He/she likes these accounts (adjective) and they post When my Ideal Client finds m to feel I'm selling: So that's it. You now have your Ideal Client. Simple olanks to ensure you have you're talking toand the	because they are(adjective) typ ny website, my Facebook Page, and (adjective), to see(list your product or service) we the framework to build a y rewrite this story and fill in ve a very good idea of who is will clarify what you can boost on Instagram, and post	(adjective) and _ es of photos. id my account on Instag(adjective) phot). story about in the	ram, I want him/her

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SOLID GOLD.