



## Business Mentoring Group- part 2

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**Topic:** Client Profile- flushing this out

**Date:** Monday Oct.6, 2014

**Time:** 9-11amEST

**Duration:** 45 min/ break/ 45min

**Mute Options:** \*6 (if you anticipate having background noise; pets, children, etc., please mute your line—otherwise we can't wait to hear your voice!)

## Client Profile

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Describe in as much detail as you can the Ideal Client for your Signature Program

Ideal Client-who are they? -Demographics -Psychographics	
What is their Desired Result?	

<p>What is it they are truly motivated to have/do or be?</p>	
<p>Describe their Current Situation --what is currently going on --what are current results --current feelings, experiences, environment...etc....</p>	
<p>Complications &amp; obstacles --What is getting in their way or preventing them from having the Desired Result?</p>	
<p>The BURNING Question they want to find an answer to (or what are they so deeply seeking?)</p>	
<p>What's at stake? What is the motivator for solving this problem or pursuing this passion now?</p> <p>The BIG WHY for the client is....</p>	

<p>What happens if they solve the issue or achieve the goal?</p> <p>What happens if they do not?</p>	
<p>What other solutions are they considering? How else might they deal with the current situation and gap?</p>	
<p>What do they need to know, think, feel, &amp; believe to choose your solution?</p>	

You can use this to summarize in one page your Ideal Client Profile:

Describe Your Ideal Client

*-Demographics*

*-Psychographics*

Biggest Desire

What's at stake?

Current Results

Desired Results

*-Tangible*

*-Intangible*

Burning Question

## Purpose & Outcomes (a.k.a. Results & Benefits)

Your service	
Purpose (what is the Result?)	For Business: • • For Participants: • •
Outcomes	For Business: • Tangibles: Specific financial goals, client numbers, List growth, • Intangibles: Visibility, Credibility, Influence, etc...  For Participants: • To know.... • To believe/think... • To feel.... • To have.... • To do....
Process	Basic outline of the steps or process you will take to create the Results and Outcomes
Notes	

## Your “Solution”

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What is the answer to their question? What is your solution for them? (hint: it’s not “join my program”)

What other solutions could they consider?

Why yours?

(what do they need to know, believe, think or feel to choose yours?)

Tangible  
Benefits or  
Results

Intangible  
Benefits or  
Results

Hidden or  
Unexpected  
Benefits