

Your Destiny Client

Who do you serve?

Reaching Your Destiny Clients

Knowing exactly who your tribe is, is the only way to create very clear and powerful messaging. Excellent messaging is a must to grow your business. The inquiries below will help you get really clear on your tribe and who you serve.

It is important to create a **niche** that serves a small, specialized part of your community. The more specialized you become the better. High end clients want to know that you know who they are and are an expert on serving their specific needs. This is imperative to attracting in clients who will pay you premium prices.

Specializing, Niche-ing and narrowing the focus of who we serve is sooooo difficult for Spiritual Badasses. Our lives are spent usually in Metta, Big Picture, Soul Level, Awakening type work. We can help so many with so much. Still, it's essential to connect the desire for "Awakening" to specific results and outcomes for people. People want Enlightenment for many reasons. What were yours? That's a big clue to what your destiny clients want too. **Specializing helps you create an Expert Brand and allows you to do what you love the most, every day.**

Below are inquiry sheets that will help you hone in on your genius, and on your tribe. If you are not sure who your Destiny Client is or could be then I recommend doing the "Find Your Tribe" portion of the inquiry work with yourself from 3 years ago as your destiny client template. For most of us that is *the best* profile we can find for the most current version of the work we do. Our clients want what we have and they probably have to go through the same things we did to get it. They are us, 3-5 years ago.

Even if you are already working and serving a community and feel clear about who you serve it is really helpful to do this sheet as a review. Your destiny client evolves as you do and may be different or even more specific than before. Your messaging is a living breathing thing and it will evolve as well. So whatever you come up with may work for now but might need an upgrade next year.

Grab some extra sheets of paper and your journal to make sure you have enough space to write everything you want to write down from the following questions.

Get Clear On Your Unique Genius (and Your Relatability)

Get Self Centered

Take time *everyday* to center yourself in the vibration of your dream or vision.
Tune into YOUR BIG WHY. Post your Vision where you can see it.

- 1) **What is it that you feel called to help with at this time?** Pick one thing if you can.
- 2) **Make a list of the most significant challenges/ growth experiences of your life that relate to what you feel called to help with.** Hint: This growth is what people see in you and want from you.
- 3) **What are Your Unique Gifts, Talents and Skills as it relates to the thing you want to help with?**
- 4) **What is a Moment or Experience in Your Life when You felt Most Inspired?**
- 5) **What are the Conversations You Have with Others that Inspire You Most?**
- 6) **What is the ache or frustration you feel most in the people that come to your classes/sessions/workshops?**

Get Clear On Your Unique Genius (and Your Relatability)

- 7) **What do people receive from being in your presence?**

- 8) **Why do your clients/student “get you”**

- 9) **Why do you “get” your clients? Do you love them? What do you love? Go emotional on this one.**

- 10) **What are the emerging themes based on these questions?**

- 11) **In a simple sentence describe your unique genius.**

- 12) **Brainstorm all the possible problems you can solve based on your unique genius.**

- 13) **Create a success story that you can share, that your clients really relate to.**
“Before I was never noticed because I had so much social anxiety and couldn’t speak up for myself. Through “xyz” I really transformed that part of my life, now when I walk into a room I feel really seen and heard!” (this is part of Cat’s success story)
Clients want to hear their own story of pain through you and that you have a solution.

Get Clear on Who You Help (and who you don't)

1) **Sustaining Your Business is about Solving Problems** ~ Get clear on the Problems You Solve.
What are the top 3 problems you Solve?

2) **What are the top 3 things you could help with but don't excite you that much?**

3) **What are the characteristics of the people you help?**

a) Gender?

b) Age range

c) What are their biggest problems?

d) What do they really, deeply want or desire in their life? > **this is the most important thing!!!**

e) What are their fears, objections?

f) What have they probably tried already?

g) Where do they hang out?

What else do you know about them?

4) **Who have you helped that you Loved to work with that really valued your energy?**

5) **What were their results?**

6) **Who have you always wanted to work with that could pay you well and would value your time?**

7) **What type of person regularly comes to you for help and advice?**

8) **What are the qualities they have?**

Here are some that are important to add to your list.

- a) Have the money
- b) Really want help
- c) Ready to take action, motivated and passionate
- d) Are already in the conversation
- e) They are actively looking
- e) Easy to find
- f) You can genuinely help them
- e) They can refer people

Destiny Client Sketch

A quick way to Flesh out Words and Concepts for Your Message

1. What situations or problems are your clients experiencing right now? Top 3? .

What have they already tried?

What are your solutions for them?

2. What are your prospects desires?

Why do they desire that? This is so important ~ It's what drives them to seek help!

3. Objections? What's in the way?

Fears

Deep Rooted Fears

Extra Tools and Inquiries

Worst Day Sketch

1. Describe the worst day ever in the life of your client.
Ex. You wake up and realize that the contract with the one client you have been working with has not said yes to the offer of doing more work yet. *Maybe* today you'll get that yes. You look at your calendar and it looks kind of empty. You get a call (yay!) and soon discover that it's the client you had booked for tomorrow is canceling because Venus just went retrograde and it's actually not a good time right now. You open FB to try to do some reach outs and just feel completely overwhelmed at the thought of trying to hunt for a new space to score emails. Later you have an enrollment call with someone who is seriously not a good fit and you wonder how you never realized this or how they thought they were a good fit with you. You seriously consider taking them on because, well, it is money coming in....

What does your client's worst day look like?

2. Who do you want to be a Hero to? _____
 - a. Do they know they need help?
 - b. Can they pay to get help?
 - c. Do they value it enough to get help?
 - d. Do they have a history of investing in coaching?