



## *DREAM Series*

WANT ONLY ELITE GUESTS (Clients)

**CIRCLES OF POSITIVITY**



## DREAM Series

### DREAM CLIENT

Clearly establish your ideal client. Give her a name. After you filled out the details below, rewrite in story format.

My Dream Clients Name is: \_\_\_\_\_

Age: \_\_\_\_\_

#### Relationships status:

- Married
- Common-law
- Single
- Widowed
- Divorced
- Other: \_\_\_\_\_

#### Highest level of education reached:

- Post-graduate
- University degree
- Community College
- Other: \_\_\_\_\_

#### Children:

- No
- Yes      How many? \_\_\_\_\_

#### Pets:

- No
- Yes      How many? \_\_\_\_\_



# DREAM Series

Types: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Annual Income: \$ \_\_\_\_\_

**Spiritual beliefs:**

**Core Values (top 3)**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Wants:**

**Personal challenges:**

**Professional challenges:**

**What she's all about** (descriptor keywords):

_____	_____	_____
_____	_____	_____

**Favorite experts:**

_____	_____	_____
_____	_____	_____

**Blogs and websites she follows:**

_____	_____	_____
_____	_____	_____

**Magazines she reads:**

_____	_____	_____
_____	_____	_____

**Podcasts she loves:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Favorite TV shows:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Hobbies:**

**Favorite form of exercise:**

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**Words that galvanize her to action:**

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<hr/>	<hr/>	<hr/>

**Does she swear?**

- No
- Yes

**Favorite swear words:**

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**Favorite Expressions:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Wishes she had less...**

\_\_\_\_\_

**Wishes she had more...**

\_\_\_\_\_

**WHY ARE YOU THE IDEAL BOOKKEEPER FOR HER? HOW CAN YOU HELP HER IMPROVE HER LIFE?**

Write her Profile and Story (use the back of the paper to make it as specific as possible)

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