



# PRE COURSE ACCELERATOR TRAINING

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## PRE-WORK STEP # 1 FINDING YOUR IDEAL CLIENT

Using the 4 questions below, make a big list of words and phrases in the voice of your ideal client. Avoid "marketing speak" or overthinking.

- 1 Imagine the client you helped, that is your greatest success. What specific results did they get from working with you? List their EXACT results.
- 2 What other transformations happened in their life or business because of these results?
- 3 What do you think would have been the cost to the client had they NOT accepted your offer?
- 4 What are the biggest sources of pain that your Ideal Client wants to solve? List them and put a star by the ones you can solve with your knowledge and expertise.

*The goal of this exercise is to just write down what comes into your mind.  
It's ok to make assumptions and take credit, even if you're not sure.*

**Brainstorm. Fill 1-2 pages:**

