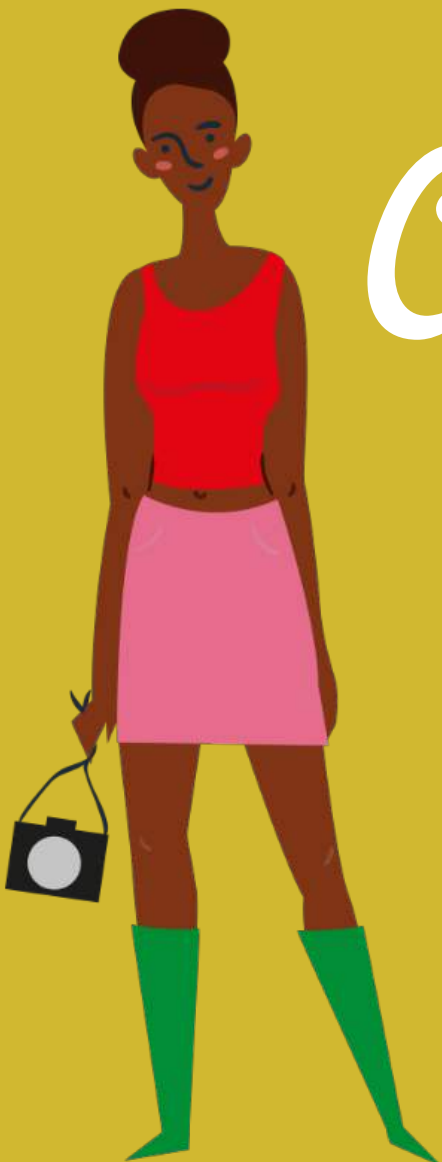




# *Client Magic*

Find, connect and attract your  
soul client \*with ease and grace



A Brave Brand

# *Your soul client*

1. Who is she/he?

2. What does she/he do?

3. Will she/he pay you?

4. Who/what is she/he not?

5. What are her/his challenges?

6. What is her number 1 desire?

?

7. What is her/his biggest fear?

8. What is your answer - your service or product?

9. Are you already showing up 24/7 as the person who has the answer?

## *Let's find your soul client*

Start with writing down everything you Already know about your soul client . If you're not 100% sure yet, write what you know now. Talk to your fellow Masterminders and your accountability partner.

## *Get to know your Soul client*

As soon as you know your soul client you know what to offer, how to be of service and what it is that YOU can help your SC with. Write down a possible list of soul clients you could interview. (this is an interview and not a sales call) Be open, honest and vulnerable in those conversations. That's how you will truly benefit.

# *Soul Client Questionnaire*

Use these questions to interview possible soul clients.

## **BACKGROUND INFORMATION**

- \* What do you do?
- \* Do you like what you do? etc (get as much background information as possible. You want know where they live, how, what they love, what their family is to them etc)
- \* What education did they had etc

## **WHAT THEY LACK, MISS, NEED, DESIRE**

- \* When did you happy and fulfilled?
- \* What is not in flow in your work/business/ money/relationship/health/creativity/etc.?
- \* What is missing? (they might not know this yet!)
- \* What do you lack or miss the most at this moment?
- \* Was there ever a time you didn't experience this lack?

## **WHAT YOU HAVE/KNOW THAT MIGHT HELP THEM**

- \* Imagine this {describe what you do OR what you feel that person need} would happ
  - How would that feel?
  - What would change for you?
  - What would become possible for you?

Keep your antenna on full alert. Because the words that she or he will use, are the be possible sales copy for you AND give you an insight in what they really long for.

## *Where is your Soul Client?*

1. Write down all the online places where you can find your soul client. Be specific. Look for groups etc.

Look outside your online bubble. Is your SC a young parent, who is also spiritual, intellectual and into Marvel movies? Become a member of all the groups around those themes. Become a member of those groups and start talking. Don't be spammy - no scary PM's - but be very curious and open. Support people. Feel it doesn't get you nowhere? Say goodbye and go to another group.

Ask in the group for recommendations.

2. Write down all the offline places where you can find your soul client. Think conferences, work, workshops, school yards, shopping lines, sport, public transport, gallery openings etc.

# *Bring everything together*

watch all the video's in "Client Magic and answer all the questions"

YOUR WHY:

HOW YOU DO IT:

WHO YOUR SOUL CLIENT IS:

WHAT IS UNIQUELY YOU:

SOUL CLIENTS BIGGEST NEEDS:

YOUR SOLUTION: