*Hi Robert,*

*I am sorry for the delay in getting this to you, my original focus for joining has changed and so (aside from time challenges of moving the clinic home) my focus has changed a bit also. In addition, weirdly, I had it well and truly started and then the computer crashed and the back ups failed. Never happens because I have drop box linked to everything aside from Mac backups… Obviously had to rethink what I wrote so I have not cut and pasted and rethought old material this time but have written this as a totally stand alone document.*

*I am excited to be working again with you. Look forward to seeing what emerges! Gayx*

**Ideal Clients**

Who are the ideal clients for your business? Describe them both demographically and psychographically. Be as detailed as you can possibly be. Give a complete “personality profile” for an ideal client.

*I have two distinct offers in my work – as I offer personal programs and business mentoring programs. I am not sure quite where to focus in on or if I need to, ie do I have to be more exact than this? My favourite clients are often interested in everything I do and that idea seems to be the most productive way to move forward.*

She is usually female and between 30/35 – 55/60. She is often but not always married / in relationship often but not always with kids. She is either stay at home or working in a job or career that is unfulfilling. She wants to do something meaningful – she may already have the training (ie be a practitioner) or she may be wanting to find a more fulfilling pathway. Very often she wants to be self employed. She wants more joy and more passion and more meaning in her life. She is feeling stuck and frustrated. Often alone. She has relationship issues with herself or with others but she tends to more often see the external challenges rather than internal. She tends to anxiety and control to try to manage her difficult feelings that she doesn’t want to acknowledge.

She tends to ‘should’ herself a lot instead of giving herself a break. Her lens on the world is one of her big sticking points. She tends to be naturally (or trained into) a fixed rather than growth mindset however she

is very interested in her own personal growth so she tends to be at war with herself. She tends to see her problems as external even though she knows she has patterns and behaviours that are not helping.

She is however generally proactive in her own journey and has seen or is seeing psychologists or other professionals over the years. If she is a practitioner, her experience in healing has been what has taken her to her training and is leading her to want to have a practice and share that with the world.

She tends to be a bit of a mainstream / science backed thinker but open to alternative ideas. She is kind of interested in wholistic health but doesn’t necessarily enact it completely for herself (sometimes out of ignorance, often out of a lack of time). She experiments a bit with yoga and meditation or mindfulness but generally it is a bit sporadic. She likes a glass or two of wine and chocolate. She probably wants to loose some weight. She wants to be the best version of herself she can be.

She is open to the concept of spirituality – either as an actual belief in god and the universe (generally not through an organised religion) or within the concept of connecting with the inner spirit / truth within.

**Ultimate Outcome and Core Client Question**

What is the Ultimate Outcome you currently produce for your clients? That is, what is the ONE Big Thing your clients get when they utilize your services? Plus, what is the core issue or challenge your clients want to solve (stated as a question).

**Example of an Ultimate Outcome:** “We help our clients be more productive and successful at managing their businesses.”

**Example of a Core Client question:** “How can I be more productive and successful at managing my business?”

Connection to herself and her dreams. Letting go of the blocks and patterns that are preventing her from being her best self. Being kind to herself. Trust and belief in her ability to manifest her dreams into her life. Uncovering what is true for her. Transforming the lens through which she sees the world so she can enjoy her life in the now while still taking decisive action and keeping on stepping forward into the new. Strategies and mentoring to make it happen.

This could be reduced to “Inner Leadership” but that concept is not one that makes sense to many people….

“I help my clients to discover and step into the best version of themselves so they can live the life they want to live.”

“How can I follow through on what I really want and be sure it is right for me?”

**Success Story**

Give a concise success story or case study of one of your successful clients. Where were they when you started working with them, what did you do for them and what outcomes and results did they produce as a result of working with you?

*Not sure which one to share but maybe Belinda as she has taken part of just about everything I offer and going forward aiming ot work with more of these kids of people seem a good idea.…. not sure if you want more or a different slant here…..*

Belinda originally was referred to me by a colleague to help her with her anxiety in her fertility journey about 8-10 years ago ish. She is an environmental scientist with the government and also did coaching with her colleagues. She saw me regularly for private sessions to help with her physical and metal health. She took part in Brain Gym training and other offers and told others about me many of whom also became committed clients.

She pulled back to part time last year to build her practice and became a hypnotherapist. It wasn’t working so this year we had a chat and she joined my CPF program. She has been working her way through, filling all the gaps and developing really fantastic marketing language. She understands now how to share what she does and is doing so and feel confident now that she really can make her living from her practice.

**Values**

What values are most important to you in your business? And how do these values impact your business and your life?

*I do have a whole lot I did for you last time Robert and they still hold true but I will write out here what comes for me now.*

**Serenity** – Finding and maintaining my own serenity, inner peace and calm, is my number one priority in my life. I enjoy everything then. I work to achieve this in my business by building into each day the concept of work/life balance.

**Highest Good** – Feeling a strong connection to my Highest Self is the way I know that I am living in serenity. When I do that I know I am aligned with my purpose. To do this I practice listening deeply and doing what feels right for me as well as others, what is in the Highest Good for all.

**Service** – being of service to others has an absolute sense of fulfilment for me however this can become sacrificial in nature for me. I strive to be of service to my clients without sacrificing myself.

**Prosperity and Self Care** – When I give from a full well I am truly sharing what I have to offer. Giving from an empty well leaves no one better off. I am committed to keeping my well full.

**Conscious Consumerism** - I choose to be a conscious consumer – in that way I am supporting the planet while I live a life that I love. My well can be full without creating a footprint larger than I need and there is more to share with my family, community or where it is needed.

**Authenticity** – I strive to be authentic in all that I do so that I lead with honesty and integrity, feel proud to stand by my offers and my marketing and know that I am visibly sharing the ‘real’ me.

**Business Vision**

Look ahead several years in the future (5 or 10 years) in your business and answer the questions below:

• What kind of clients are you working with and what are you doing with them?

• How much are you making in your business annually?

• What are your office and other surroundings like?

• What is the status of the other areas of your life – home, relationship, friends, community involvement, health and exercise, personal growth, etc?

• What are your most prevalent ways of being (feelings) when everything is working in your life and business?

Also, what are the some of the major things you learned in those years? What breakthroughs did you have that changed things? What were some of the turning points? What were some major insights and realizations you had that helped you in those years?

5 years from now in 2025 I will be looking back over the last 5 years fascinated at how everything that I had learnt in the previous times had come together.

The 5 year tree change plan we developed when we moved to Tenterfield in 2015 came to fruition in Nov 2020 with the virus challenges helping me to move more on-line, develop my existing programs further and connect with some amazing people who see what I have to offer and continue to be keen to support me getting out there.

I was challenged at that time to step up and I did. I enjoy the connections I have with organisations and JVs and the way that we support each other.

My perfect clients still come to me and I continue to support them – they love working with me and happily become involved with all my offerings. Saying that these days I am working around 3 or 4 hours a day only and, thanks to my various offers and products, still take home an easy $80,000 per year.

I have more and more time for my art and have won several art prizes and usually sell a few pieces in every show I am in. I love my friends in our local art community and our association is sought after for gallery openings. I am of an age where I could get the pension however I don’t need it because I have everything set up to supply us with a great life without it.

I still work for a few days in Brisbane every few weeks – partly for the joy I get working with clients and seeing my clinic partners but also because it gives me a day to spend with my kids and grandkids doing something really fun. We always are in the process of planning our next family holiday and we have lots of fun together. My boys are both happy and well and I am most grateful that my earnings are such that I have been able to help them out a bit with their own dreams.

Over the last 5 years I have built a profile for myself together with various income streams that has lead to be truly living my Big Audacious Dream comfortably. I am sought after for my knowledge and gladly share it – connecting with more perfect clients who can benefit from my various offers.

I am still helping practitioners in my group program and even have a waiting list to get in. I also have other support helping me so I just do the work that I love – I stay in my genius zone and they stay in theirs. My offers are fulfilling to me as well as financially lucrative.

I finally did achieve the $300,000+ pa that Robert encouraged me to step up to more than 15 years ago. It was a milestone that I wanted to achieve in part for the experience of it and in part for the stability. 2019 taught me to be wise with my earnings so I have been able to use them in such a way that we have both enjoyed them and used them to set us up to live in continued comfort as we get older. I only do what I love.

I am full of joy and vibrant good health. I still do yoga and meditation daily and eat well. I love living in our beautiful community and help out often. I love that I can go for yoga and other spiritual growth retreats whenever I like. I travel back to visit my family in Canada often and loved helping my boys visit the family as well.

I love the way I have kept stepping up while maintaining my own balance in my life. I keep on mastering the balancing act of personal and business and love sharing that learning with others. Being able to step up to what I really have to offer – not paying small - was a significant moment in my life. Really owning my own power and my own wisdom and feeling confident in sharing it. As I kept stepping up and breaking through my own ceilings of limitation I built a stronger sense of freedom and joy than ever.

Being able to truly and completely relax into my daily meditation has given me a deeper foundation than ever. I live in my own rhythm and I love it.

**High-End, Outcome-Based Program or Service**

Describe a Program or service that you could offer to your clients based on the parameters below.

1. **A relatively expensive program,** which produced consistent, measurable results for your clients. What would the name of this program be and what would the ultimate outcome be of such a program? What would it cost (per participant or per organization)? How would it be different than other programs or services available in your marketplace? What would make it different/unique/special? How many of these programs would you have to sell in a year to increase your current income by 50% or more?

I have this program currently. The Confident Practitioner Formula (CPF). It is a $5K program with online teaching and group Q&As. It is kind of a modern version of APM group marketing but includes other stuff as well. My original plan was to sell 24 – 30 of these a year and if I could do that life would be brilliant. I started it up in 2017 and in 2018 I got up to these kinds of numbers. Then when I tried to scale it up in 2019 it fell apart. It seems unless I was doing all the strategy calls and work myself then the conversion numbers dropped.

I have/had a 20% conversion rate from evergreen webinar for them when I took the calls myself. It worked out to about 10 calls a week when I wasn’t in clinic – about 20 hours. However by the time I added in the background work of marinating and building, marketing , etc and the actual client support that I love the 20 hours was completely unsustainable. The idea was to get someone else to do the calls, take a portion of the $$ so I could just do the work I loved but it didn’t work.

In addition, my FB ads (the route from free webinar to $5K program) started to become less successful at the end of 2018. There was a change in FB algorithms apparently. I tried a FB person who was very expensive and unsuccessful. I do have access now to someone I know would be brilliant however I really can’t afford him just yet. I need to re-look at – re-configure everything first and then make a few sales before committing to that but I would like to.

I do have a concern that the field for my $5K program has become full of competition – especially others who are more natural marketers than me. I love helping my clients learn to market themselves so they can be self sufficient and create practices that sustain them but I am at heart a practitioner– that is where I get my joy – not a marketer. That might be my ‘angle’ and perhaps I am not working it…. My skill seems to be helping others to express their own authentic self. But that is such a generalised outcome that you cant sell that…. Hmmmm.

My original plan was to work in 3 week cycles, comprising a week in the clinic and making a couple of CPF sales (until I realised how unsustainable that was for my energy). In my perfect world I would drop clinic back a little more (when I can get back to Brisbane) and have more online support for my clients. Less one to one – more one to many. I do have a membership program called Mastering.life for private clients that is due for a revamp and re-sell in. I love working with my private clients as well as helping my marketing clients so having that membership program going in the background is a great cross-sell platform too. I did have a webinar leading to that but it is way out of date now.

**2. What would the structure of the program look like?** If it was designed to produce the best results possible, what would be required? It might be a one-time workshop or amulti-session program or other format that could deliver maximum value.

The premise of it is about making sure they have the foundations, the mindset and the marketing language to be able to market themselves for life. It is a 8 module online training program with 12 months of facebook group and weekly group Q&As. I then graduate them into a mastery facebook group to keep in touch with them and where I offer monthly free Q&As on various topics. I also offer other upgrade support. They are not an overly wealthy group so upgrade support is not a big seller though. That is in part why I need to have the clinic and clinic cross sells, etc.

Sometimes I wonder if I give too much away (my other marketing mentors have said that I do…) so maybe people don’t value it. But I also know my practitioner clients don’t have a lot of $$ to spend and I do like to support them. I also know that I enjoy giving stuff away so much that I forget to make an offer / call to action….

1. **Where would your ideal clients come from** for such a program? Your existing client base, from joint ventures with other business owners, from other affiliations, associations, or from a “cold marketplace?”

I think ideally they would be JV so warmed up to working with me. Maybe associations as well. I make much better conversions with those that I have an affiliation with. I would like to move international too.

**4. What difference would it make to your business** if you could successfully develop, market, sell, and deliver such a program? Be specific.

I can help others while I enjoy being at home and live my big audacious dream. ☺

**Strengths and Weaknesses**

What are the strengths and weaknesses you bring to your business and to this program?

**Strengths**

What talents, abilities, skills, gifts, experiences, and other qualities do you bring to this program? If someone said, “You can always count on ‘Name’ to do such and such. What would they say about you? Make this a long list! Write down every strength you can think of.

Gay is great at taking charge and getting stuff done. She has a gift for clarity and seeing through the presenting issues and figuring out what is really happening. She is good at techie stuff. She knows how to coach people to get out of their own way and has her kinesiology skills to back that up when necessary and she is great at getting out of her own way. She is persistent and good at ‘getting back on the horse’.

She is a bit of a generalist which is useful for all round knowledge. She is really good at reading her clients marketing materials and helping them tweak them until they are expressing their own truth and is a brilliant editor.

She is helpful and loves being of service and seeing people excel. She has a deep connection to her own self and has the skill to help others reach their own truths. Being the observer comes naturally for her, she is truly able to set aside judgement and see through another’s eye. She is committed to her own growth and believes that our journey on earth (whether we realise it or not) is about that, that the journey is the thing. But she understands that is not something many people can come at so she constantly translates that into language that others can connect to thereby helping others to connect to their own journey with more joy.

**Weaknesses**

What tends to stop you? What do have an aversion to doing in your business? What can you usually be counted on NOT to do? If someone said, “The one drawback to hiring ‘Name’ is that…” what would they say about you? Makes this a long list as well, but not as long as your strengths list!

She can waffle a lot and she sometimes doesn’t step up. She falls off the horse sometimes and needs some time to regroup. She also can sometimes be too persistent and not realise she is hitting her head against a brick wall.

She gets a bit scared and thinks herself small. She is better with a coach behind her than on her lonesome. (haha!) But she can conversely get a bit bossy and lecturey and she knows that which can make her step back into the shadows.

She tends to think she can do more than she can – she always underestimates the time requited for things. She also can have trouble delegating and can be scared about spending money. She has had some bad experiences (as well as good) with VAs and other outside help so she can be reticent about getting the help she needs.

She is an introvert and needs to fill herself up to do any thing in the world. When she takes on too much she won’t get stuff done and then feels guilty which makes her need to step away even more… not a good cycle – she normally can see it these days but can still fall into that hole.

**Commitment**

What is your commitment regarding the More Clients Program? That is, what can we expect from you? What can we bet the farm on? What will we know, with absolute certainty that you will accomplish in this program? You may need to think outside the box on this one!

I commit to being there and being accountable. If I am asked to do something I will get it done. I will share what I can and be present. I ask others to remember that it is early for me in the meetings (5 am and dark). I seem to be a night owl (even after 10+ years of getting up early) and I know that my brain doesn’t seem to really start firing till the sun is truly up around mid morning - so I may be a bit ‘blinky’ in the meeting and slow with ideas but I will be there.

No matter what happens in the program I will have re-thought through my offers, have them out there and producing results in the 9months we work together.