

Clarity Worksheet



GAINING ATTENTION EXERCISE

What are the top 10 distractions in the minds of your clients that you need to rise above and break through?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

THE MOST IMPORTANT POINT EXERCISE

What is the major pain/worry/fear hope that your ideal client is facing, and how do you provide relief? (what's weighing down their hearts, and what's your secret sauce)?

YOUR IDEAL CUSTOMER EXERCISE

Who loves you? List out, by name, the clients who are your biggest fans/advocates.

WHY do they love you?

What does your IDEAL current and future client look like? Sketch it out using these parameters:

- Net worth
- Life stage
- Social position/involvements
- Type of profession
- Location
- Family situation
- Future plans/hopes/dreams
- Personality

YOUR TOP STORIES

Outline a great client success story that paints a picture for others about who your ideal client is, and why you're so good for them. Use this format:

-(Client) came to me with this problem/need

-(Client) came to me because (how did they hear about you? From whom?)

-We worked together to come with this great, customized plan:

-These are the results so far:

DEVELOPING YOUR MEMORY DART

One-sentence summary (verbal business card – basis of referrals)

I/We (fix this business pain) _____

for (these specific clients) _____

by (our differentiating superpower) _____

Analogy (what your business is like, borrowing an existing image/brand/memory hook)

BONUS: YOUR CLARITY CARD (YOUR SWEET SPOT IN FIVE PARTS)

Each of these should be one sentence...

What you do (the precise service or product we offer)

For **whom** (the ideal bullseye client, including role and title if possible)

Why you do this (a description of the felt, compelling business pain being solved)

How you do it (your differentiating approach or capability)

Where you work (strata - what geographic areas, vertical markets, etc.)