

# Module 1 Worksheet

## (Re)Finding Your Audience

*New Businesses start here...*

We will start by drawing a mental picture of our ideal client, the person who is allowed to cross your velvet rope. What does that person look like? How do they act? What do they talk about? Who do they hang out with? Why types of events do they attend? What are their hobbies and interests? Do you know how they learn? List as many of those traits here:

One of the keys to establishing the right clientele is use your integrity meter. We all have them - and most of us have ignored them, from time to time. You know how it is, right? You need the income, you're afraid you won't get another "live" one and you sell yourself short - taking on that client that is not a good fit for you because you are afraid to turn the business away. **Turn it away - really! It's okay.** I've been down that road, I know many others that have gone down that road, and I am here to tell you, you (and your client) will be better off for it. So take some time to list the standards you **must see in your clients**. What sort of ethical standards or moral principals do they adhere to? What is their belief system? How do they contribute to society? Are they outgoing, creative, and happy? This will be your filter to determine who gets past that rope!

*Existing businesses start here with what you don't want...*

1. What turns you off or shuts you down?
2. Imagine the red velvet rope that guards your business. Who *shouldn't* get past it?
3. Take an honest approach to this one: list your current clients who fit this description.

There are times when we need to admit our part in a problem with client relationships. Honestly assess your list in #3 above for the possibility of your contribution to a less than ideal relationship (over promising, under delivering, conflicting agendas, mismanaged expectations, etc.). Circle or highlight these clients.

4. List ways in which you could rekindle passion for the work you do with these clients.
5. How can you challenge or inspire these clients?

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***ACTION STEP!***

*Take a deep breath... Trust this process... Work with #4 clients... Dump the rest!*

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6. List those people you really enjoy working with?
7. What it is it exactly that draws you to them and makes that relationship so dynamic? List those traits here.

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***ACTION STEP!***

*Find more clients like these! We'll cover this again in a later module...*

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