

Stylish and
Successful

with Emily Benson

CREATIVE CHAOS TO PROFITABLE BOSS

how to market to women & get them to buy!

Do a brain dump of who you think your ideal client is. Be specific.

Do a brain dump of who YOU are. Be specific.

Compare your two lists. How can you make your ideal client closer to how you describe yourself?

What unique qualities does my ideal client have?

What are your ideal client's pain points?

What is keeping your ideal client up at night? What worries her to the point that she can't fall asleep?

How does your service or product solve the problem that she is having? How can you alleviate her pain?

What results will your ideal client see after using your service or product?

Make those results sound sexier here! Make her say “OMG I NEED THAT!”

Here's more space to keep going or take additional notes. Great job!

First, think.
Second, believe.
Third, dream.
And finally, dare.

WALT DISNEY

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