

# ABOUT *Your Customers*

## Q1: Who do you *love to help* the most with your business?

Dig deeper with these questions:

- Who's had the most transformation working with you?
- Who did you love creating your product for?
- Who are your favorite clients/customers? People you know by name. The ones who make you say "I wish all customers were just like \_\_\_\_\_."
- What are the common threads among these customers)?

## Q2: How is your business *improving* your customer's world?

Dig deeper with these questions:

- What problems are you solving for them? Or what dreams are you helping them reach.
- What problems do your ideal clients need help solving before they can work with you?
- What problems will your ideal clients need help solving next?

## Q3: How can your customers *get help* from you?

Dig deeper with these questions:

- What can they buy from you today? (list your products/services)
- What can they get from you for free today? (list your freebies)
- Where can they interact with you in real life or online (events, social media)
- If you're just getting started, answer those questions with what you're planning to offer.

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## Q4: How do your customers *experience* your values?

Dig deeper with these questions:

- For each of your personal values (from the Day 1 worksheet) how does your company express this value now in the products/services/freebies you offer?
  - How can these values be more fully expressed to your customers?
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## Q5: Who else would benefit from your *knowledge*?

Dig deeper with these questions:

- If you created your service for a different age group, what would that look like?
  - If you offered your services/products in a different location, how would that change who you serve?
  - If you packaged up your services/products in a different way, how would that change who you serve?
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