



Birth
YOUR BIZ

Who Needs You Most

WORKBOOK

A Comprehensive Guide to help you
determine your ideal client - the
people who need you most



Who Needs You Most?

Once you can get really clear about this, your branding, marketing, sales, content... basically EVERYTHING is going to get a whole lot easier in your business!

Knowing who needs you most, and knowing then so well it feels like they're your best friend, is the foundation of every other strategy to grow your business!

Once you get this crystal clear, you'll be able to use other strategies so much more effectively and you'll see that you'll be getting better results, faster and easier - more organically and authentically, too!

But most importantly, these people - the ones who need you, the ones you were put here to serve - they will finally be able to find you! And you'll know what to say to them so that they know you can help them so that they will happily hire you!

So let's jump in and create your ideal client profile!

1. Think of a real person

If you already have clients, or if you've had some in the past this will be a little easier. If not, you can still do this question!

Think of a person - an actual person. Not "someone who is pregnant, lives in my town..." I want you to actually choose a person.

This should be someone who is either a current or past client of yours, or someone who you know that you would love to work with.

Here are some questions to ask yourself to help you choose the person:

- a) Is this someone who I want to work with?
- b) When I speak to this person, do they make me feel jazzed and excited about what I can offer?
- c) Does working with/talking to this person about what I do make me feel "wow! This is exactly why I do this work! This is what I was made to do!"
- d) Does working with/talking to this person make me say to myself "I want to find more like them!"

If you answered yes to these questions, you've found your Ideal Client Model (ICM)!

Write their name here: _____

2. Why do you want to work with this person?

Or what did you love about working with them, if they are a past client?

Really flesh this out.

What were they looking for when they came to you? (Or what are they looking for now if it's someone you want to work with)

What is it about them that lets you know that you, specifically, can help them?

What were you able to help them with (or what could you help them with?)

3. Build a demographic profile of your Ideal Client Model:

You really want to fill this out as much as possible.

Age, profession, gender (obviously including non-binary gender association), income range, where do they live, are they married, do they have kids (how many?), what do they read, watch, buy? What are their hobbies, interests? What groups are they on Facebook? Who are they following on Instagram? Which social media channels are they most likely to be on most? What other things or people are they working with that also serve them around your topic?

What more can you find out about them? If you don't know - pick up the phone and ask them! (or send them a voice text...whatever works for you!)

4. What is the biggest struggle that your ICM is dealing with around your topic?

Not what you think it is, what is it for them? That's an important distinction!

5. What are the top 5 questions that they are asking themselves about your topic?

Again, notice, and make sure that you are thinking in the language of your ICM, not your own interpretation of what they are asking themselves.

1. _____
2. _____
3. _____
4. _____
5. _____

6. What are their hopes and desires around your topic?

This is really important, and not just what are they, but why - why is it important *to them* to achieve this desire?

7. What are the top 5 outcomes that your ICM wants to achieve that you can provide?

Pretty self-explanatory question here!

1. _____
2. _____
3. _____
4. _____
5. _____

8. Now BRAINSTORM!

Who else do I know that fits this description?

Who else has access to my ICM that I can partner with or joint venture with?

Where is my ICM hanging out where I can meet them and connect with them?



Here's the thing, though, you need to come up with an actual list!

This workbook only works if you do the work (did I say work too many times?!)
And then write down your next three steps, and post them on our [Facebook group](#) with the hashtag #next3steps

1. _____
2. _____
3. _____

Still confused? Not sure how this applies to you, or not sure what to do with this information now that you have it?

Here's one more gift!

A 20-minute clarity call with me!

We'll get you your #next3steps completely sketched out so you can start growing your birth biz right away!

Just go to this link and find a time for us to jump on a call: <https://go.birthyour.biz/74sii08>

***If you don't find a time that works for you, email me and we'll find a time that does:
ayelet@birthyour.biz**