

DAY 3 WORKSHEET

Describe the customers who you most enjoy working with

Describe the customers who you make the most money from

Describe the customers who you work with most frequently.
Where does your volume come from?

DAY 3 WORKSHEET

What do those 3 types of customers have in common?

Is there anything about that list that you would like to change? A type of customer that you'd like to be working with more often? _____

Describe your "Ideal" customer _____

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How old is your ideal customer? _____

Are they married? _____

Do they have children? _____

Are they in debt? _____

What kind of home do they live in? _____

What kind of car do they drive? _____

What do they do for a living? _____

Where do they live? _____

What do they do for fun? _____

What keeps them awake at night worrying? _____

DAY 3 WORKSHEET

What's one thing that frustrates them on a daily basis?

What makes them angry?

What is something that humiliates or embarrasses them and they will go to great lengths to avoid?

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What do they hate most about buying what you sell?

When they're alone with their friends, what do they complain about? _____

What is their most urgent, pressing problem that needs to be solved TODAY? _____

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What's the biggest mistake that they're making right now?

What are they thankful for?

What do they pride themselves on?

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What do they desire/WANT above all else? _____

What do they NEED in order to get what they WANT?
(People WANT to lose weight, but they NEED to exercise
and eat broccoli.) _____

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What do you like about your job? _____

What are you good at? _____

What are other people willing to pay you to do? _____

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How do you want customers to FEEL when they hear your name, read your emails and social media posts or visit your website? _____

Tell us about a time you were most helpful to a customer _____

Bonus Homework assignment:

Tell this story of you being helpful to a customer in a quick one-minute-or-less video and post that to the Facebook Mastermind Group:

<https://www.facebook.com/groups/1182901111767753/>

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What do you do for your customers that no one else does?

What's the #1 Benefit of doing business with you?

What is something, a skill or talent, that is easy for you and other people seem to struggle with? _____

DAY 3 WORKSHEET

What is the one thing your friends come to you for advice about?

What do you struggle with that comes easily to others?

What do you hate about your job? _____

What do you do for fun? How do you relax? _____

DAY 3 WORKSHEET

Who do you hang out with when you aren't at work?

Are you a member of any clubs, groups, churches or organizations? _____

Who are your people? _____

Set a timer for 25 minutes and without stopping to think, write as many variations of your Micro Manifesto as possible.

A large, faint, stylized letter 'A' is centered on a white background with horizontal lines. The letter is composed of many small, overlapping circles in shades of yellow and orange. The circles are of varying sizes and are densely packed to form the shape of the letter. The overall effect is a soft, textured appearance.

DAY 2 WORKSHEET

Find the version that speaks to you as being the most authentically YOU and edit it to 20 to 25 words.

That is your Micro Manifesto.

Post yours to the group

<https://www.facebook.com/groups/1182901111767753/>

If you have any questions or problems, if you're stuck or confused, if you need any help at all... ask the group and we'll get you unstuck and unconfused!

Giddyup.