EXERCISE 1:
TAKE 5-10 MINUTES TO WRITE THE DETAILS OF YOUR PERSONAL STORY

EXERCISE 2:
ANSWER THESE QUESTIONS ABOUT YOUR BUSINESS STORY

What are your biggest business struggles?

How did you overcome the obstacles you faced?

Do you have any business regrets?

What are your business goals?

How do you plan to make those goals happen?

EXERCISE 3:
WRITE ABOUT YOUR IDEAL CLIENT

Who is she?

What really makes her happy?

What does she struggle with?

What drives her crazy?

EXERCISE 3...CONTINUED: WRITE MORE ABOUT YOUR IDEAL CLIENT. CONSIDER HOW SHE WOULD ANSWER THE BUSINESS STORY QUESTIONS.

EXERCISE 4:
WRITE 10-15 PROBLEMS YOUR IDEAL CLIENT WILL FACE IN HER LIFE OR BIZ

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