

*Imagine living in a world of infinite possibilities...*

# *New Earth Vision Summits...*

*Share Your Wisdom ~ Grow Your List ~ Up-Level Your  
Income!*



*with Kathy Forest*

*Welcoming the Sacred...*



# MODULE 2<sup>3</sup> RIGHT CLIENTS ~ WEBSITE



Steps to getting to the Title and Subtitle for our Summit

Who do we want to call in?

How do we want our business to grow?

CHECK - INS

## **The Goal of the Summit:**

To bring in 2,000 or more ideal clients to add to your list;  
To establish you as the “thought leader” of this tribe.

## **There are 2 ways in...**

- **You just know...**
- **Strategic**

# *New Earth Vision Summits*

## **Module 2 Ideal Clients**

### **Step 1.**

List the names of 3 past clients who are your Ideal Client OR actual people who you believe are your ideal clients and who you would ENJOY having as clients.

One of these can be something like "Myself, 3 years ago" or whatever timeframe is appropriate – Because very often, we are meant to work with people in similar scenarios to what we've experienced in the past. Once we heal ourselves, we can then go out and help others to heal in the same way.

**1.**

**2.**

**3.**

If you haven't had a lot of clients yet, or if you can't think of any actual people who you believe are your ideal clients, that's fine, just move on to Step 2.

*Plan on  
taking some  
time...at  
least an  
hour...*

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*Meditate...  
Get into a  
real imaginal  
space...*

## **Step 2.**

What do your Ideal Clients have in common? List every common trait you can think of, both demographic (age, gender, marital status, income level, job/career) and psychographic (interests, beliefs, values, lifestyle, etc).

Your Ideal Client:

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*Tap in...*

*Journal with  
this...*

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*Save this as  
you will use it  
when you  
create your  
website to draw  
in your ideal  
clients...*

### **Step 3.**

Answer the following questions about your Ideal Client. You can include qualities/attributes from all 3 of the Ideal Clients who you listed above in Step 1.

#### **WHAT TURNING POINTS are they at in their LIFE?**

**What emotion or emotions do they feel at the exact moment they realize that they need your service?**

**What transformation are they seeking?**

**When they first come to see you, what's running through their mind? What story are they telling themselves?**

**What do they want most?**

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*Connect with your wounds...*

*Connect with your client's wounds...*

*Connect<sup>+</sup> emotionally with them.*

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*More than one group?  
What do they have in common?*

**What do they want most?**

**What are their primary obstacles / what has gotten in the way of them improving their life (up until the point where they begin working with you)?**



#### **Step 4.**

Step into the experience of your ideal client. Imagine yourself putting your heart where her heart is. See with her eyes. Breathe through her lungs. Think as she would, experience her emotions as you answer the next questions.

Write everything that comes to you AS IF you are your ideal client answering the questions and recording her thoughts in a journal – including the stuff she would never say out loud.

You have permission to do this imperfectly and come back to it again and again!

**What are your biggest challenges in life?**

**What do you secretly fear about your situation?**

**What do you worry about? What keeps you up at night?**

**What do you wish would just go away?**

**What are you not looking at because it triggers too much fear?**

*Always be  
thinking  
forward.*

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*What do you  
want to offer  
after the  
summit that  
will help your  
clients with  
their DREAM  
SOLUTION...*

**What's the worst case scenario?**

**What do you fear might fail in your life if the situation continues or gets worse?**

**Where will you lose power, influence or control in your life if things continue as they are or get worse?**

**What do you secretly wish was true about your situation?**

**What do you hope is actually true about your situation?**

**What's the DREAM SOLUTION you would DO anything and PAY anything for?**

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*Just work through step 4 for the Summit...*

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*Step 5 is ◦ more about business which you can return to later.*

**IF that dream solution could appear in your lap and unfold perfectly, what would that dream scenario look like? How would your life story go after you found that solution?**

**What would you be able to be, do or have if that dream scenario were to come true? What could you do then, that you were not able to do before?**

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# Your Business Website...

*Good to have one by the time your summit launches, but not mandatory...*

*If you already have one:*

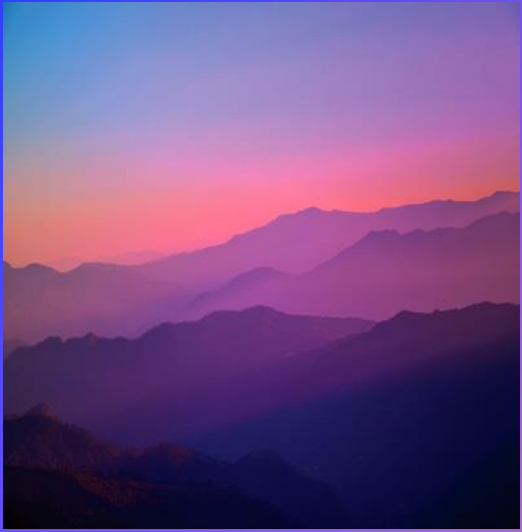
- Look at your home page.
- Look at your about page.

*Do they reflect where you are going next and who you want to call in in the future...*

*This may evolve as you dive into the Summit process.*

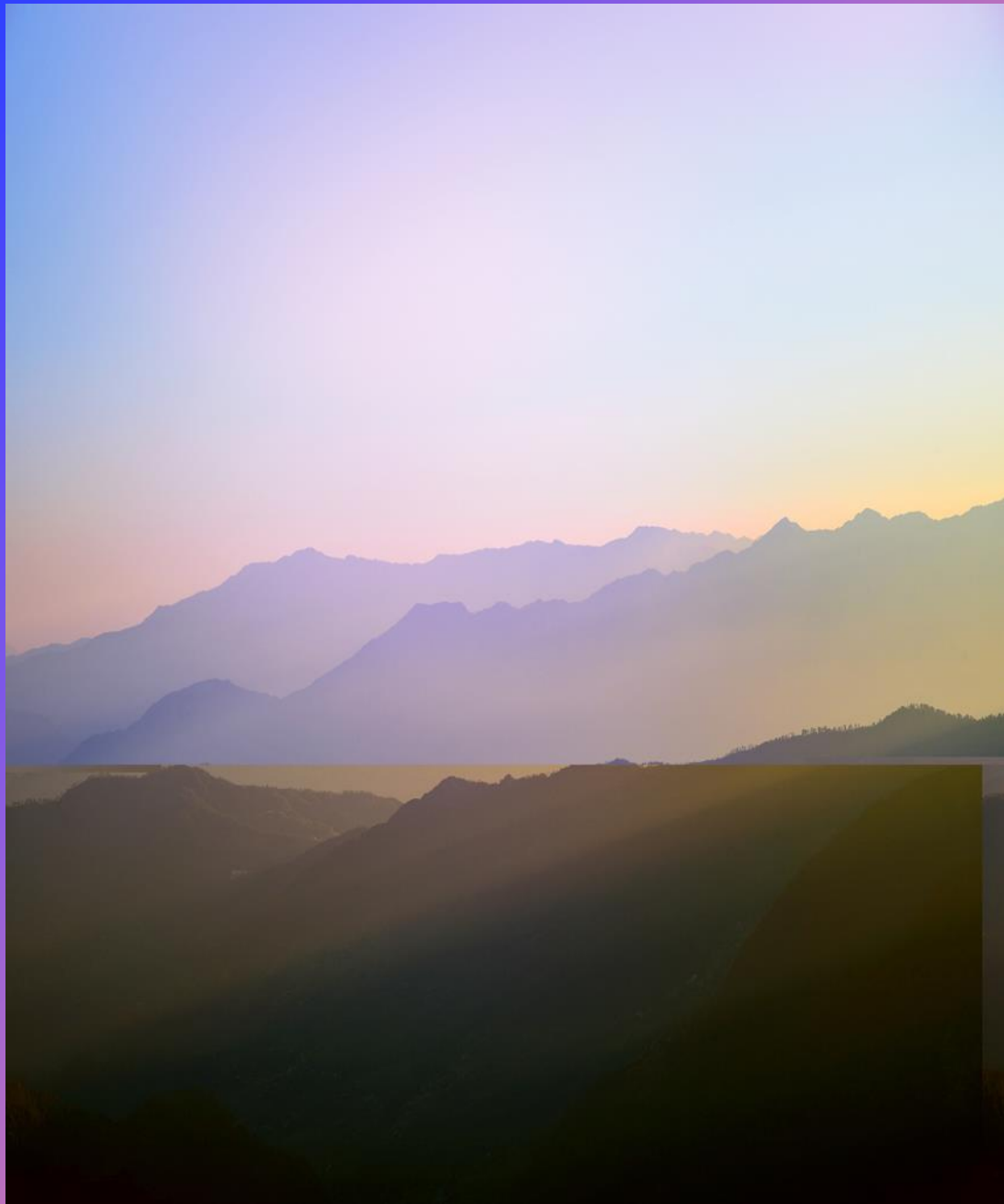
*Colors, photos, messaging?*





# If you do have a website...

- Make sure you have a newsletter, mailing list or free-gift opt-in prominently placed!
- Open the channels, let the abundance come in;
- A mission statement prominently placed: What is your soul calling you to do;



# The “About you” page..

- A picture of who you are...
- Your *REAL, RAW* story of who you are.
- This can evolve as you do.

# WHEN WRITING COPY...

- Write at the point of inspiration...no matter when it is.
- Create time for that inspiration – a daily spiritual practice.
- Universal Wisdom is always wanting to come through you. Once again you have to open the channel.

# HOME PLAY FOR NEXT TIME...

- Ideal Client
- Begin gathering your thoughts and ideas around your event topic
- Make a list of ideas
- Let the ideal client exercises inform the topic

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# QUESTIONS

Next class: November 30, 2022

Your Event Title, Subtitle, and Description