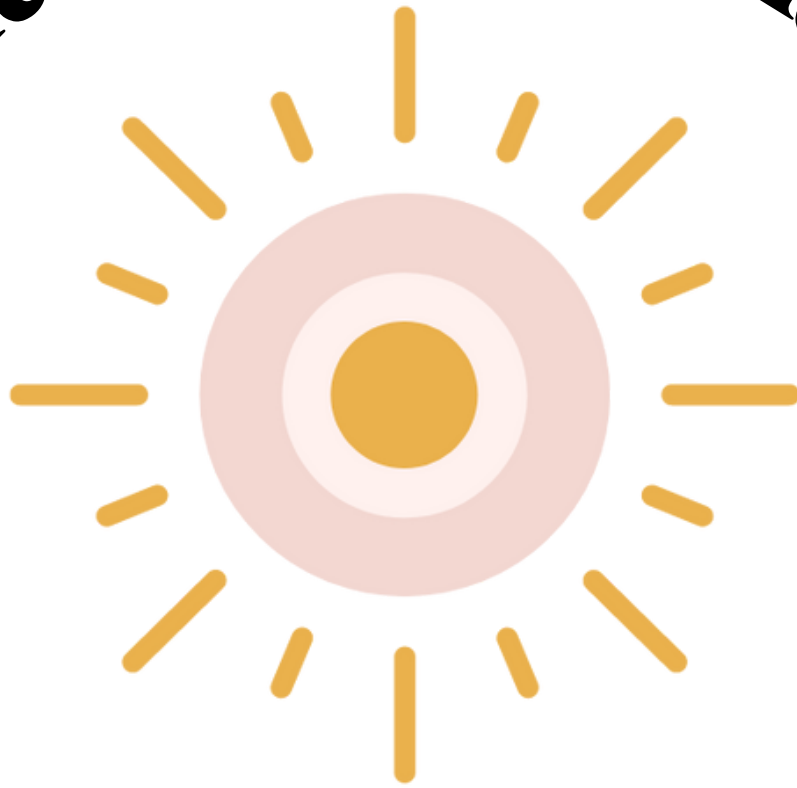


**client transformation**



*workbook*

Hi friend!

Your client transformation and determining your niche go hand in hand.

So, please go through the niche workbook before you complete this one.

A lot of people focus on determining your ideal client/ reader by thinking about what their income might be, where they might live etc.

I like to do things a bit differently. Instead, I focus on the client transformation and use that data to further determine where I can find people who will be looking for this transformation.

Let's get to it!

1.. What is your niche topic?

2. What problem is your ideal reader facing?

3. What is limiting them from success?

4. How can you solve their problems?

9. List some concerns they may have before following through with their transformation.

10. How can you appease their concerns?

11. How will they feel once their problems have been solved?

12. Where do your clients hang out online?

13. What is a free product or service you can offer them to start the helping process?

14. What paid for product or service can you offer to solve all of their problems?

# Your Client Transformation

Before my reader finds my blog they are

feeling \_\_\_\_\_ about \_\_\_\_\_  
(This is their struggle)

This type of person hangs out online at \_\_\_\_\_  
(This is the place you can appeal to them to come to your blog)

After reading my blog they begin to feel \_\_\_\_\_  
(this is their hope)

After interacting with my blog and brand for some  
time they feel

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(This is their transformation)