



## Ideal Client Brainstorm

Use this together with the “Four Key Questions” in your *Equus Coaching: Marketing and Promotion Guide*. The more clear you are on your ideal client, the more specifically you can speak to their issues and your solutions for them as a coach.

**“I help people (or groups or teams) who need (to)...”**

(What specific problems do they have?)

**“They haven’t solved it already because ...”**

(They have tried x,y,z..... or Time, resources, etc. create a challenge for....)

**“How I could help them solve it...”**

(What specific methods or services do I provide that will solve their problems?)

**Stand in the shoes of people we want to work with, how will they know “This is me?”**

(This experience is for you if.....)

**What will they have once they have worked with me?**

(Attendees will walk away with....)