

## WHO IS YOUR IDEAL Customer/Client/Avatar?

**Step 1:** Determine who your ideal client so that you can prioritize and maximize your efforts in your business.

Age Range	Male / Female	Native Language
Country They Primarily Live In	Income Level	
Psychographic (values, beliefs, identity)		



## WHO IS YOUR IDEAL Customer/Client/Avatar?

Who or what do they place value on in life?

Which services do they use and pay for?

What products or brands do they buy?

What professions are they mostly in?



## WHO IS YOUR IDEAL Customer/Client/Avatar?

What social media platforms are they active on?

Where do they shop online or research products/services?

What type of community do they live in?

What are their favorite brands?



## WHO IS YOUR IDEAL Customer/Client/Avatar?

What are their fears?

What problems are they facing?

What keeps them up at night?

What's the lifestyle he/she wants?



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### Step 2: Identical Twin Soundboard Exercise

Pretend you have an identical twin to use as a soundboard for insightful and truthful feedback that only someone who TRULY supports you would give.

In a paragraph or so, write down why you would use or buy the products / services you provide or sell to your twin to better understand why your ideal client would choose you or your product.

# PRIORITIES → RESULTS



What are your 5 - 10 of your priorities for your business right now?

Which one from above is **NOT** urgent and **NOT** important for you right now?

Which one from above is **NOT** urgent but **IMPORTANT** right now?

What is urgent **AND** important right now? This is your **TOP PRIORITY**

# PRIORITIES → RESULTS



Now re-write your priorities with the IMPORTANT / URGENT at the top and the UN-IMPORTANT / NOT URGENT at the bottom below.

Are your TOP 3 listed priorities above going to impact your businesses in a positive way? What way will they help you NOW and what result do you want?



# Getting In Your G-ZONE

Now that you have established your ideal client and priorities, the goal is to get you IN your G-Zone. You need to be operating for at least 60% of your day in your G-Zone for your business to be MOST successful.

What is something you do people always compliment you on?

What do you feel you are naturally good at?

When you are doing \_\_\_\_\_ it doesn't feel like work.

The more you do \_\_\_\_\_ the more fulfilled you feel.

My G ZONE IS.... And are your priorities leveraging your G-Zone?

Remember: you want to be operating in your G-Zone approximately 60% of your day for your business to be successful.

MY G ZONE:





# Rock-IT Goals



Look at the TOP 3 PRIORITIES you listed above and create goals that will help you to reach RESULTS

Rate where you are today in accomplishing your PRIORITIES on a scale of 1-10, and where you ideally want to be in one week.

TODAY (\_\_\_\_\_/10)

1 WEEK (\_\_\_\_\_/10)

What strategies are you taking to accomplish this goal?

What are your key performance indicators (KPI's)?  
How will you measure when you have succeeded?