

- **What is your niche?**

(think expertise and narrow therapy focus)

- **Where is your target audience?**

(where do they naturally spend time)

- **Describe your ideal client?** (also see

avatar workbook in forms section)

• Write sentences that speak to the pain of your ideal client. (write in the language they use)

• Describe the results your clients can expect as a result of your services?
(How can your services help them?)