

BURNOUT TO BIZ OWNER

ESCAPE YOUR DAY JOB + CREATE A
SIX-FIGURE CONSULTING BUSINESS

DAY 4: WHO DO YOU LOVE

Kate Bagoy

attract Your Perfect Client

Now you have a better understanding of what you have to work with and what you enjoy doing, it's time to figure out who you want to serve.

Don't fret, my pets. You can refine and change this as you go.

The MOST important thing here is to know you can't (and don't want to) work with everyone.

The riches are in the niches, as they say.

“ When you try to serve anyone or everyone, you serve no one. And it is just as important to decide who you don’t want to serve.



SET A TIMER FOR
30 MINUTES

If you finish early, watch this TED Talk by Brene Brown. It has little to do with this workbook, other than the fact that it's about connection. When I saw it for the first time, back in 2011 or 2012, it broke me open. Also, she's really damn funny.

[The Power of Vulnerability - https://youtu.be/iCvmsMzlF7o](https://youtu.be/iCvmsMzlF7o)

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Who are your favorite friends*? What traits do they have?

*Yes, you do have favorites, and you know it... haven't we discussed honesty yet?

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If you could help 5 people change their life, who would they be?

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Who do you admire? Why? What are some personality traits you're attracted to?

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Pull 5 adjectives from the previous pages and use them to describe a person in a sentence.

Here is an Example:

Adjectives: *Creative, Sales, Writing, Photography, Travel*

Sam is a creative travel photographer who struggles with sales and writing

Sally is a sales executive who loves travel & photography, and wants to write a book about creativity in sales.

Now it's Your turn.

Adjectives:

_____ , _____ , _____ ,

_____ , _____

Sentence(s)

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Optional: Repeat the exercise until you have 3-5 “people” you’d want to work with.

Adjectives:

_____, _____, _____,
_____, _____

Sentence(s)

Adjectives:

_____, _____, _____,
_____, _____

Sentence(s)

Who is Not Your Client

Now you know who you want to work with, what are some traits they DON'T have? Who DON'T you want to work with?