

How do you talk and inspire?

LANGUAGES

Innovation

Language of creativity and challenging the status quo

Passion

Language of emotion and relationships

Power

Language of confidence and authority

Prestige

Language of excellence

Trust

Language of stability and consistency

Mystique

Language of substance and listening

Alert

Language of details and precision

INSPIRATION TYPES

Affiliate

Connection, being part

Coach

Steps, show how it's done

Democratic

Hear everyone

Visionary

Imagine when...

Empathetic

I understand, I'm with you

Command

Sorry, but we have to do this now

Cocriate

Let people create with you, make it their own and feel like it's theirs

WORDS

Who are your ideal people?

What psychological traits, personality characteristics, passions and values do they have?

MUST BE...

BUT I WOULD LOVE IF THEY ALSO...

I WANT TO WORK WITH THE ONES WHO...

Discover how you're different

1

YOU

Write 3 to 5 words that describe your personality. Things that people who know you and like you always point out. If you're not sure, ask friends and people you consider being an ideal client (even if he or she is not your client yet). Try to remember compliments you received that made you smile.

2

COMPETITION

Take note of things that annoy you on your market. What other players do that you despise. What you wouldn't do, no matter what and what type of people you don't want as clients.

3

CLIENTS

Now write 3 to 5 psychological characteristics of your ideal clients. Don't think of demographics. Your ideal client is a lot more than that. How he or she thinks? What are they dreams and nightmares. Think about what they most want in life. What drives them.

Touch points diagram

This will help you visualize how you can be different from your market and attract clients that would love to meet you.

