



## The Launch Squad's Ideal Client Profile (Example)

Our ideal client is a coach or course creator. She wants to build a sustainable business by selling her courses and programs online, but she feels completely overwhelmed with all the pieces. She needs to feel more confident about what she is offering and how to price it, but she's playing small because she feels disorganized, not super tech savvy, and she's trying to do it all herself, so it's taking forever. She dislikes sales, and is afraid of coming off as sales-y or sleazy.

### EXAMPLES OF TYPES OF BUSINESS OWNERS WE'VE WORKED WITH:

#### - **Coaches & Course Creators**

- \*Health & Wellness
- \*Life
- \*Love / Relationship / Intimacy
- \*Athletic Performance & Mindset
- \*Money
- \*Business
- \*Career
- \*Spiritual

#### **Right Now She Feels...**

- *Disheartened* because she keeps hearing 'no'
- *Disorganized* with her financials, tools, subscriptions, client paperwork and schedule
- *Dissatisfied* with her results thus far... she's incurred a lot of debt for training, but hasn't made it back yet
- *Overwhelmed*, afraid to launch because it's so much work and time
- *Rejected* because it seems that no one wants what she's offering
- *Worried* about wasting time & money on things that don't make a damn bit of difference
- *Scared* of putting herself out there, dreading the day she's visible enough that someone calls her out on social media

#### **She Desires To...**

- Get paid well for her service



- Have consistent and dependable income
- Have an influx of clients coming her way on autopilot
- Offer a premium program / high ticket item
- Be more visible online, reach more people with less time and make more money while doing it
- Have a marketing system with a repeatable process that works
- Show up with authenticity, confidence, and vibrancy
- Make online sales while feeling aligned, easy and intuitive
- Grow her team
- Streamline her efforts so that she's not wasting her valuable time
- Make irresistible offers from webinars, challenges and live launches

### **She Needs To...**

- Create a package or program that she feels excited to sell
- Be willing to take new action steps never taken before
- Transform the concerns of her ideal client before she even makes an offer
- Make more money
- Stop being the lone wolf and work with a team
- Invest in herself and her business
- Be coachable; take stock in what's not working and be flexible to change
- Revise her webinar script to be more aligned with what she's offering at the end
- Become more visible
- Get more organized so that she's prepared to grow her team

### **If She Doesn't Launch her Program Soon, She Will Continue To...**

- Be stressed about money
- Make offers that don't sell
- Avoid taking action because it scares her
- Play small and stay invisible
- Seek out more free or low cost 'solutions' that end up causing more frustration and confusion
- Compare herself to others and assume that everyone else is successful but her
- Lack confidence in what she offers
- Waste time on tasks that don't bring in any income
- Feel disappointed that her webinars continue to not lead to many sales
- Feel burnt out spending so much time on things in her business that don't move the needle

### **She Knows That...**

- Selling doesn't need to feel sleazy, but she doesn't know how



- She needs a marketing system, but she struggles with technology to make it happen
- She needs to take better care of herself but struggles to make the time
- A coach could help her get exponential results -- the results she's looking for
- Increased visibility is the key to her success, and she wants a strategy for doing it without feeling overwhelmed
- Networking and relationships are important, but she doesn't know how to create them
- She needs an irresistible offer with a marketing message that relates to her audience
- This is the year that things need to change.
- Launching is the fastest way to get new clients
- She needs to invest in her business continually

### **She Values...**

- Integrity
- Alignment with what she offers
- Timeliness
- Heart-centered approach to selling
- Community and connection
- Self-care and natural wellness
- Personal growth and transformation
- Her time and money

### **Personality Traits...**

- Adaptable
- Driven
- Wealth-minded
- Curious, open
- Energetic
- Kind, warm, inviting
- Responsible
- Resourceful
- Respectful
- Ready

### **Outside of Her Biz, You Might Find Our Ideal Client...**

- Exercising: hiking, bike riding, skiing/riding, running
- Creating craft projects at home



- Shopping for clothes, shoes
- Cooking up a healthy meal for friends
- Wine tasting
- Going to concerts
- Dancing, Ecstatic Dance, Burning Man
- Getting involved with a chosen hobby or sport
- Volunteering
- Writing at a local coffee shop
- Gardening
- Hanging with friends
- Reading, listening to audiobooks, podcasts
- Learning from self-help books
- Attending workshops
- Going to Center for Spiritual Living or other church
- Traveling
- Self care time: manis/pedis, baths, yoga, massage, acupuncture, chiropractor, etc.

### **She'll Be a GREAT Fit to Work With Us If...**

- She's ready to launch with a team by her side
- Her business is already established, and she's ready for it to be profitable and scalable
- She's fed up with wasted time on webinars and sales calls that don't lead to many sales
- She's willing to invest in business support
- She's open and coachable
- She's got an idea for a new product or program, but isn't sure how to structure it, price it and sell it
- She's curious how to combine all that she is into a single offer that sells
- She wants to launch as a way to get new clients

### **She Won't Be a Good Fit to Work With Us If She...**

- Already knows it all
- Is unwilling to invest in her business
- Doesn't have the desire to scale her business
- Doesn't have the time to commit to the process and action steps
- Refuses to take action / allows her fear to dictate
- Doesn't have any sense of spirituality
- Isn't motivated to make more money
- Doesn't care about the impact she's making