

CONNECTING WITH YOUR DREAM CLIENT

through text

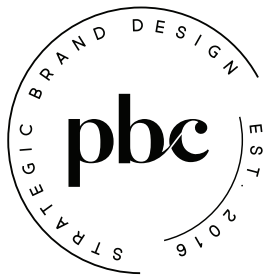
FIRST, WHO IS YOUR DREAM CLIENT?

THINK OF YOUR FAVORITE HANDFUL OF CLIENTS. WHAT DO THEY HAVE IN COMMON?

- + How old are they? An age range is fine!
- + What gender are they?
- + What education level have they reached?
- + Where do they like to shop?
- + What kind of music do they like?
- + How do they spend their free time?
- + What is their family situation like? Married? Kids?
- + Do they like to travel? Are they road-trippers or jetsetters?
- + What do they value? Health? Exercise? Nature? Quiet time?
- + What hobbies do they have? Reading? Crafting? Playing sports? Running?

APPEALING TO YOUR DREAM CLIENT IS ALL ABOUT CONNECTION.

SO, WHAT DO YOU HAVE IN COMMON? ARE YOU THE SAME GENDER OR AGE?
DO YOU HAVE SIMILAR HOBBIES OR VALUES? LIST YOUR COMMONALITIES BELOW:



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Once you've established a few things you have in common, think of what *stories* you have from your life that relate to those connection points.

For example, are you both college-educated? What stories can you tell about your college days? Encourage engagement by inviting them to share too!

An example (which is true, LOL): Remember those dorm room days? I used to keep whole potatoes in my drawer because 1. they were so cheap and 2. you could microwave them, top them with sour cream and butter and basically have (what I considered to be) a full meal in a few seconds. What ridiculous things did you do in college to save money?

PBC TIP: Remember that social media is **SOCIAL**. It's not for constant selling and talking about your projects or work 100% of the time. Use your shared connection points to relate to your dream clients which will help build their trust in you as well as likability. Then, sprinkle in posts or info about your work sparingly.

MY STORIES

Make some quick notes you can refer back to on stories that come to mind for you. Having 5-10 stories you can reshare in different ways will make it easier to determine what to post when you're feeling a little dry.

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QUESTIONS? WE WOULD LOVE TO HELP. *Just email us!*