

WORKSHEET: WHAT KIND OF CLIENTS DO YOU WANT TO SERVE?

Think about what issues and challenges you might like to focus on.

What topics are you passionate about? How could this translate into specific issues or challenges your target clients might have?

If you're attending a dinner party, what conversations are you usually drawn to? Are there certain topics that consistently show up for you?

Examples:

- *Everyone knows that you are the go-to person for advice on a particular topic (e.g., the latest technology, financial investing, or starting a new business).*
- *Your friends always call you when they are having relationship problems.*

Think about what types of people you would like to support.

How would you describe the people you like working with? What roles and responsibilities do they have?

Do you want to work with individuals, teams, and/or organizations?

Examples:

- *The high performers in your organization reach out to you to learn how they can get promoted to the next level.*
- *You are often called in by leadership teams to problem solve and negotiate challenging work situations.*

Think about what life stage or context you would like to support.

What transformational or “crucible” experiences have led you to where you are?

Examples:

- *Your friends or colleagues often come to you when they are changing jobs, and they ask you review their resumes.*
- *Your friends or colleagues frequently seek your advice on all types of problems they are having.*

Write down any insights you have had about yourself and your thoughts about the client demographic you're interested in serving.
