

## Ideal Client Quadrant

Who? (3* what kind of?)	Pains they are experiencing in their own words
What they Tried to solve (at least three)	Main Hold back
Pleasure, what they want, desire (three)	Values(copied from Values, desires spreadsheet)
Name of your method and 3 Pillars of your method/ program	3 Tangible results they are getting from your program as if you were watching a movie about them

## = 1 sentence signature marketing statement

I help.... (who) .... To (desire, result) by using (your method) without (what they tried) in x amount of time.

Then test this marketing sentence in 10 groups and get feedback from the market. Copy a link to each of the post and submit for review and accountability.