

# *The Inner Game of Getting Hired*

## or How to Sign Your Ideal Client Every Time You Make a Pitch

On this practical workshop lead by psychologist and coach Lira Kay from [shesgotpassion.com](http://shesgotpassion.com) you will define your ideal client and make a strategic plan to attract only the people with whom you love working. At the end of this presentation and working through your exercises you will know who they are, where to find them and how to market to them.

### **Validation Exercise**

1 What's working in getting clients in your business right now?

- a
- b
- c

2 What isn't working in getting clients in your business right now?

- a
- b
- c

3 Who you don't like working with?

- a
- b
- c

4 Who do you like working with?

- a
- b
- c

5 Avatar of your IDEAL CLIENT

gender / age

vocation

their struggle

their need

what they want

6 Where your IDEAL CLIENT can be found in huge quantities?

- a
- b
- c

7 How can you get connected with them?

- a
- b
- c

8 Who do you need to become to be attractive to your IDEAL CLIENTS?

- a
- b
- c

9 What do you need to promise to get their interest?

10 What would your IDEAL CLIENT pay any price for?

11 How, in which form, they would want that product or service to be delivered to them?

12 What are you already doing to fulfill the need of your IDEAL CLIENT now?

- a
- b
- c
- d
- e
- f
- g

13 What do you need to add to the ways you are delivering/presenting your service or product to them?

- a
- b
- c

