



Hour Of Power Action Guide

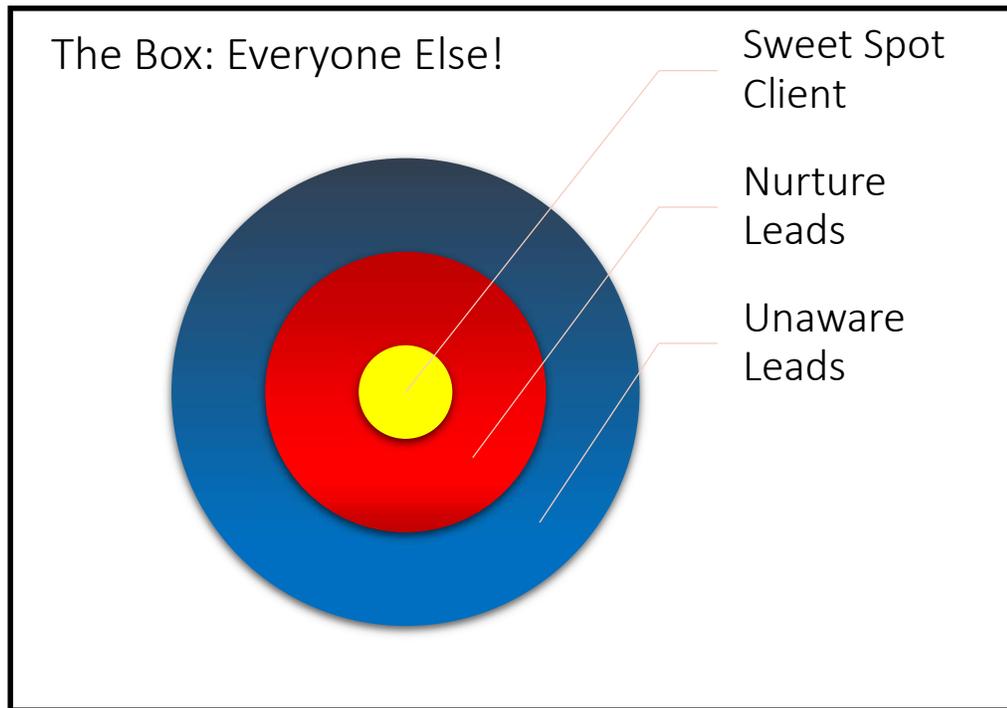
The Sweet Spot Ideal Client System

When you are tired of having enrollment conversations with tire-kickers who never buy and want to fill your programs with ideal clients who rave about your work and send you plenty of clients, then this system is EXACTLY what you need.

Your sweet spot client is someone who:

- Struggles with the problems YOU solve
- Is actively looking for a solution
- And is willing to invest top dollar to work with you

Here's the model we'll be using:





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The Sweet Spot Client System Checklist:

Look over this list and ask yourself, is this system “amplifying” results or is it a breakdown point that you need to fix to get better results?

- 1. Define your Ideal Client Profile (aka your “Sweet Spot”.)
- 2. Develop “Magnetic Messaging” that acts like a magnet to your ideal client (but repels everyone who isn’t the right fit!)
- 3. Create a Lead Generation System to attract Ideal Clients.
- 4. Develop a Prospecting System that identifies who is a Sweet Spot prospect.
- 5. Develop a self-assessment or quiz to help your ideal clients identify they are ready to solve their problem.
- 6. Create a system/sequence to authentically nurture, educate prospects and build rapport.
- 7. Create an Enrollment or Sales System that is aligned with your Sweet Spot.

Remember, if you find one of these 7 systems could be improved or amplified, check your Amplify Inner Circle members training center for resources!

Now, decide where you’ll put your time and attention to improve results this month. The last step I always recommend is -- implement, test and refine each system to work for you! If you need help, bring this to our Hour of Power Call Q&A!