

*My Ideal Customer's*

# Dream Story



# Imagine your Ideal Customer.

After deeply reflecting on who she is, extrapolate here:

How does success *look externally* and *feel emotionally* to her?

Write everything that comes to mind. *Get very specific.*

(This is likely deep and personal. Something she may feel ashamed to share in case she 'never gets there.' Think and imagine deep.)

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Insert the dream image here

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# What is she feeling today?

**Where is she/he today on this journey?**

**What specific problem is she aware of, and what is she feeling? Why does she feel that way?**

**Is there a deeper philosophical reason she feels this way?**

**What has she found or tried as a solution? From what she's found, what's been missing?**

*Write down everything you can!*

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Insert the image of her today

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# How can you help?

**Freely write down everything you can do to help her.**

If you struggle to think of a solution, write down anything you believe would help her (it can be outside your current business)

*Imagine she is your best friend, and you're advising her. What would truly solve her problem?*

*Think about \*anything\*, because anything is possible. Use this prompt to imagine the best possible solution for her.*

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Insert an image that best represents  
you serving your customer

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Here's some extra space.

**Because you can help her a lot :)**

*Keep going. Most journeys worth making require many steps! What milestones can you help her achieve?*

This image shows a blank sheet of white paper with horizontal blue lines, resembling notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Storify It.

Let's zoom out. Focus on the **biggest moments** for your ideal customer.  
On the 3 blanks below, write down details of each milestone.

she  
meets  
you

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**Where is she today?**  
What core pain is she feeling?  
What has she tried and didn't work?  
What are her secret hopes and dreams?

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**Ultimate Dream Ending**  
What image comes to mind  
when she imagines her dream ending?  
*Insert her dream image here if you have it.*

you  
wow  
them

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**Give Back**  
They have surpassed their wildest desire.  
Now they're bursting to share.  
How does that look?  
*This is where the referral happens,  
or her/him spreading your  
message/product.*

# She Meets You.

What happens the first time she meets you?  
What would be the first step in helping her transform?  
What happens after that?

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**She gets introduced to your brand and sees something that promises to ease her pain.**

What is it? How did she get there?  
What can you offer for an email address that would be the first step on their journey?

*Hint: This could be a free sample, discount offer, webinar, quiz, FB ad.*

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**She's making progress.**

What helps her during this journey and transition? What questions come to mind that she wants answered? These initial questions can be a blog, email or web copy.

*Hint: This can be free tutorial videos, weekly emails, workshops, etc.  
This is where you build trust and a relationship, reminding them you are there to help.*

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**Guide them to a new level.**

Trust is established. They learned the basics.  
Now they're ready to leap.  
How can you lift them up more?  
We're in a distracted age. The experience of paying for something focuses our attention so that we actually take action.  
How can you deliver this to her?

*Hint: If it's a small offer (i.e. cosmetic sale), this could happen a lot faster.  
For larger ticket offers, now is the time to give a smaller offer, preview of the offer, or further education.*

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**Make the big offer.**

If you have a higher priced offer, praise her for the progress she made and introduce your next step.

*Hint: This is the big offer that will take her to her end success story.  
For e-commerce sales, this could have already happened. OR you could offer something even larger that would help your ideal customer.*

# You Overdeliver.

**You made the big sale. Now what? How can you continue serving that person, and giving so much they feel overfilled with gratitude?**

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## **And again.**

The pain may not be completely gone.  
Ask and see if any new problems arose.  
Is there another product that can serve them?  
Serve again from there :)

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## **Check in again.**

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## **She's making progress.**

Continue follow-up content as before.

*Hint: This can be free tutorial videos,  
weekly emails, workshops, etc.  
Keep building trust and  
staying in their life.*

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## **Check in.**

Make sure it's working.

*Hint: This could be emails, phone calls,  
text messages, visits to their business,  
or a follow-up survey.*