

The Limitless Experience Podcast
How to connect with your dreamboat client
Transcript

All of the gold you are looking for is in that list. You really don't need to do a huge amount of other work. Welcome to the limitless experience podcast with me, your host Suzy Ashworth, I'm a mum of three, seven figure serial entrepreneur, Hay House international keynote speaker, quantum transformation and embodiment coach, and believer in miracles. My superpower is helping female entrepreneurs, like you, create six figure breakthroughs in your business fast, so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit, and impact. This is the limitless life experience podcast.

Hello, you gorgeous human being. It is Suzy Ashworth here, quantum transformation and embodiment coach and you are listening to the limitless life experience podcast. I kind of went for it there and felt like I needed a tuning cook. Hey, it's me. We're doing this now. We're almost at a hundred episodes. We've been doing it for 80 of them. It's a thing. So I wanted to speak with you today about how to speak to your dreamboat client. It is something that comes up frequently when people are just starting out in the freedom experience and are looking to cross that six figure mark. And what's really interesting is that I often have the same conversation with my clients who are looking to go from 250k to 500k and plus 500k. Why am I having this conversation so often? Because it is a foundational fundamental of building your business.

And every time you up level, you should be revisiting this. That is right, every single time you up-level, you want to be revisiting to make sure that you are speaking to the person that you actually want to be speaking with. Now, what's quite interesting is that I know for the next year things aren't going to change massively. However things have definitely changed from when I launched last in August, the freedom experience, to when I launched again in November. What had changed, the entry requirements for joining the program went from a you can start from scratch to you need to be earning two and a half thousand a month. And because of that, it means that whilst the mindset of the person is the same, when I'm speaking about the challenges that the person faces, they're quite different from somebody who is just starting from scratch.

And so we, as a team, have had to revisit what it is that we're focusing on and who it is that we're talking to. So when you change, ie you're raising your rates, or you want to attract a different person, or you're wondering why nobody is responding to your, hit me up in the DMS, or nobody's getting back to your newsletters, it's because there is something off with your messaging to your client. So how do you connect with your dream boat? Believe it or not, this is easier than you might think. What I want you to do instead of being super general and vague with the transformation that you offer and exactly how you can serve your client, I want you

to think about what are at least five to nine key problems that my dreamboat client faces. How are they struggling? What are they suffering with? What are they ashamed of? What are they fearful of being judged about? Go through and create a list and believe it or not, all of the gold that you are looking for is in that list. You really don't need to do a huge amount of other work. You know, what I talk to my clients about is making sure that you are positioning yourself as an expert so that you are sharing some how to content, you're sharing some of your story, what it was that took you from point A to point B. So really positioning yourself as an expert, you're sharing some of your behind the scenes, or letting people know about who you are and the life that it is that you lead. And then finally you are connecting directly with your dream clients problems and challenges. And this is super important because it lets your dreamboat client know that you know what is going on in their head.

When you write from this vantage point, what you get is people saying "how did you know, are you like reading my diary? Are you over my shoulder or what? How come you're in my head?" You will get that again and again, and again, just by writing out what their problems are and then speaking to those problems saying, I get it. You're probably feeling this. You may have experienced that. And this is why it's so, so powerful. And from that space, you disqualify people who can't relate to that experience. And most importantly, you attract, you become a magnet for people who are like this person gets it, so I trust that she's going to be able to help me cause she can really talk to what I'm living every single day. I know it gets to be that easy, please don't overcomplicate it. What do you write about? You write about your dreamboat client's problems.

You write about why you're an expert and you share a little bit about your life and who you are, what it is that you stand for, what your values are and that's it. And when you do that consistently day after day after day after day, guess what? People come back and ask you how you might be able to help them. It's like magic. Right you gorgeous human being, I hope that you have loved this episode. If it has given you some juicy content for you to be thinking about and asking yourself, how am I not applying this at the moment in my business? How can I apply this more deeply? Amazing. Do me a favour, tag me on Instagram, share it with a friend, leave me a review if you can. And otherwise I will see you for the next episode. Please, of course, remember that faith plus action equals miracles.

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