



The Ideal Client Breakthrough

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Finally discover your Ideal Client so you can make money, doing work you love and impacting lives from anywhere!

Feeling unclear about your ideal client is one of the quickest ways to be stuck in your business.

If you don't know who you're serving and selling to then it's impossible to have a clear message, marketing and consistent income.

This is one of the most important steps you must take in your business before anything else can fall into place. But, it's also one of the most common areas I see new coaches and entrepreneurs get stuck.

In this very special training training I'm sharing how to get clear on your ideal client once and for all by:

- *Discovering what's blocking you from knowing who your Ideal Client is.*
- *Utilizing a powerful Ideal Client meditation to help you leverage your intuition.*
- *Answering 12 breakthrough questions to help you gain clarity on who you're meant to serve.*

So let's begin!

What's Blocking You From Knowing Your Ideal Client?

Discovering who your ideal client is can be complicated when you're starting a new business for a couple reasons:

1. You might not have the experience yet to know exactly who your ideal client is and may need to give yourself the time and space to start working with any clients (instead of needing to 'get this right') so that you can discover who you actually want to work with.
2. You may already know who your ideal client is but you've made up rules for why you can't work with this person, such as *"I'll never make money doing that"*, *"there's not enough ideal clients out there like that"*, or *"I don't really know enough on that topic for people to pay me"*.

Do you fit into one (or both) of these groups?

In the beginning, I was firmly planted in both. I was pressuring myself to get everything right so I wouldn't give myself the time and space to explore who I was meant to work with.

AND anytime that I'd find a potential client who I was excited about working with my mind immediately assume that they wouldn't pay me and they were probably the only person on the planet focusing on this goal, so there's no way I could make a business out of this.

The quickest way to discover your ideal client is to:

1. Give yourself permission to try working with different types of clients to see who you enjoy working with most.
2. Regularly practice mindset work to shift your belief from *"there's not enough clients"* to *"there's more than enough clients for me"*.

Ideal Client Meditation:

We get ourselves into a lot of overwhelm and frustration when starting a business because we put all the pressure on ourselves to figure everything out.

In this Ideal Client Meditation you're going to reconnect to divine guidance (your intuition, the Universe, God, whatever name feels best to you).

I expect higher power to be responsible for at least half of my success and it's know different when I'm feeling stuck trying to figure something out in my business. I ask for guidance or delegate to the Universe.

For best results, please complete this meditation before continuing on and answering the following questions.

Carve out 5 min to listen to the accompanying audio recording of this meditation if possible so you can relax into this experience and tap into your own inner wisdom.

- Take a nice deep breath in and out.
- With every inhale allow yourself to relax and your body and mind to open so you can receive guidance and great ideas.
- Inhale and see the beautiful white light of life filling up your entire body, bringing the knowledge you seek and the answers to your questions.
- Exhale out of your mouth and let go of everything that's no longer serving you.
- Continue to breathe comfortably in and out.

- Ask for guidance, either out loud or just in your mind, knowing that your question is heard by your inner intelligence, divine guidance and the highest power.
- You only need to ask the question once, then continue to breathe, get quiet, don't try to figure it out and allow yourself to open up and to listen.
- Say to yourself or out loud: I release my need to control this situation. Breathe in, breathe out.
- I know I am supported and receiving guidance now. Breathe in, breathe out.
- I am on this planet to be of great service. Breathe in, breathe out.
- The quieter I get, the more connected I am. Breathe in, breathe out.
- When I am connected, miracles happen automatically. Breathe in, breathe out.
- I am ready to receive a miracle now. Breathe in, breathe out.
- I am ready to be of service. Breathe in, breathe out.
- I release my fear and need to get this right. Breathe in, breathe out.
- I am ready to receive. Breathe in, breathe out.
- Highest power, divine guidance, who am I meant to serve? Breathe in, breathe out.
- For the next few moments just continue to breathe and listen to any messages that come through.
- You don't need to do anything with these messages yet, just allow yourself to feel the truth.
- You'll remember everything that you need. Just listen.
- Take one more deep breath in and a nice exhale out.
- Bring yourself back to present, right here, right now in this space.
- Slowly open your eyes when your ready. Take out your journal. And allow yourself to free write for at least 5 minutes about anything that came up for you.
- You are complete.

Ideal Client Breakthrough Questions

It's time to work through the following breakthrough questions to help you gain new clarity on exactly who you're meant to work with!

Either fill out the questions below in the boxes provided or grab your journal and a pen.

1. If you had the next 3 months to do whatever you wanted, fully funded, what would you do?

2. If you had \$100,000 and had to spend it in the next 48 hours, what would you spend it on?

3. If you had to help 3 people achieve something in the next month, what would you help them do? This can be anything that would fill you up and inspire you, don't worry about money here.

4. If you could work with anyone helping them do anything and you knew you'd be able to earn as much as you'd like and create your own schedule, who would you work with and what would you help them do?

5. Our ideal clients are often us at some point in our past because you understand the pain of what you've already overcome and want to help others do the same. Is your ideal client you in the past?

6. How long ago were you in the same situation that your ideal client is now?

7. What inspires you to want to work with this person?

8. What skills or talents do you have that will help you support your clients?

9. What problems can you help others overcome? Do you enjoy helping others overcome these problems?

10. Are there other coaches out there right now doing this same work? If you're not sure, go do a little research and see if you come across anyone. If yes, what are these coaches charging and would you want to offer something similar?

If there are coaches already doing this then you've discovered a market for the work you want to do, which is great. If there aren't other coaches doing this it doesn't mean it's not possible, you just may have to be a pioneer and a little more creative in launching your business.

11. Do you have an idea of who your ideal client is? Describe them here. * Note: Don't try to get this perfect.

Our ideal clients are always shifting and growing as we continue to evolve ourself. You just need to be clear enough to start your business, create your message and start marketing. You do not need to be perfect. Trying to be perfect is a great way to be broke. Get clear enough to get started and allow your ideal client to evolve as you do.

12. If the next 3 clients you book were all going to be very similar in terms of where they needed help, what their main problem was, similar goals, dreams and even energy, what would you be helping these 3 clients with and what would they be like?

You should be feeling much clearer now on who your ideal client is and who you want to work with. And you have all these great answers to refer back to at any time.

Now, as we answer questions like the ones I've asked you above, it can be very common to get stuck in our heads and slip back into trying to figure everything out logically — which can start to make us feel a little anxious.

So before we wrap up the Ideal Client Breakthrough, let's do the Ideal Client Meditation one more time to reconnect to your highest guidance system so that you can create from a space of inspired action instead of trying to force something.

1. Do the Ideal Client Meditation one more time.

Allow yourself to relax into this meditation and stay open and aware of any messages that come to you, knowing you'll remember everything that you need to know.

2. Free journal for a minimum of 5 minutes about who your ideal client is.

Once you've completed the meditation for the second time, pull out your journal and a pen or pencil. And with an open mind, feeling connected to your highest self and so much clearer on your desires and skills after answering the breakthrough questions allow yourself to free write on who your ideal client is.

Use the following questions for additional inspiration while free writing:

How do they act?

Where do they need support?

How can you help them?

How do they feel when they discover your work?

How do you feel working with them?

How do they feel about signing up for your coaching?

How do you feel when they sign up to work with you?

3. Now create one sentence that sums up your ideal client from the free writing you did above.

You are complete and your work here is done. Congratulations!

Refer back to this training whenever you're ready to shift or expand who you're working with.

However, I highly recommend focusing on one ideal client at a time for at least 90 days before changing to help create a habit of consistency. Consistent messaging and marketing = consistent income.

Great work!



Jessica Caver Lindholm is the founder of *To Living Free* and the Freedom and Success Coach for visionary entrepreneurs who are ready to make money, doing work they love, from anywhere. She transformed her business and life by creating a unique freedom-based business model allowing her to go from earning \$7,000 a year to having her first \$10K month in just 30 days. Combining her business savvy, intuitive coaching, and deep passion for freedom, Jessica now regularly celebrates 50K - 100K months while working just 3-4 days a week and supporting her clients in creating their own 6 and even 7-figure businesses. She believes that true freedom comes from unlimited time, money and a clear joyous mind. With the quick success of her business, her husband was able to quit his 9-5 and they now work and play together full time. Jessica's the ultimate Freedom Girl regularly enjoying long weekends soaking up sunshine in her home-state of Colorado with her husband and pups.

To find out more about Jessica, please visit JessicaCaver.com or ToLivingFree.com