Leverage Preparation Form

1) Briefly describe your ideal client (gender, age, occupation, marital status, income, location). What special characteristics does your ideal client have (education, lifestyle, goals, beliefs, behaviors, life experiences, values, personality traits, interests, etc)?

2) What are your ideal client's biggest struggles, obstacles and challenges?

3) What frustrates them about their current situation?

4) What's one thing they want the most?

5) What are their other goals, dreams, desires, and fantasies?

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6) What specific program or service do you offer that will get your ideal clients the results that they want the most. *(This will be the offer you'll focus on for the LEVERAGE event - you need to pick ONE specific paid offer)*

7) What is the promise of your paid offer? What tangible and measurable result, outcome, or transformation will people get or experience when they invest with you?

8) What one SPECIFIC problem does it solve?

9) What one SPECIFIC solution does it provide?

10) Why do you consider yourself an expert in providing this solution? (Degrees, certifications, work experience, background, past client results, personal experience, etc…)