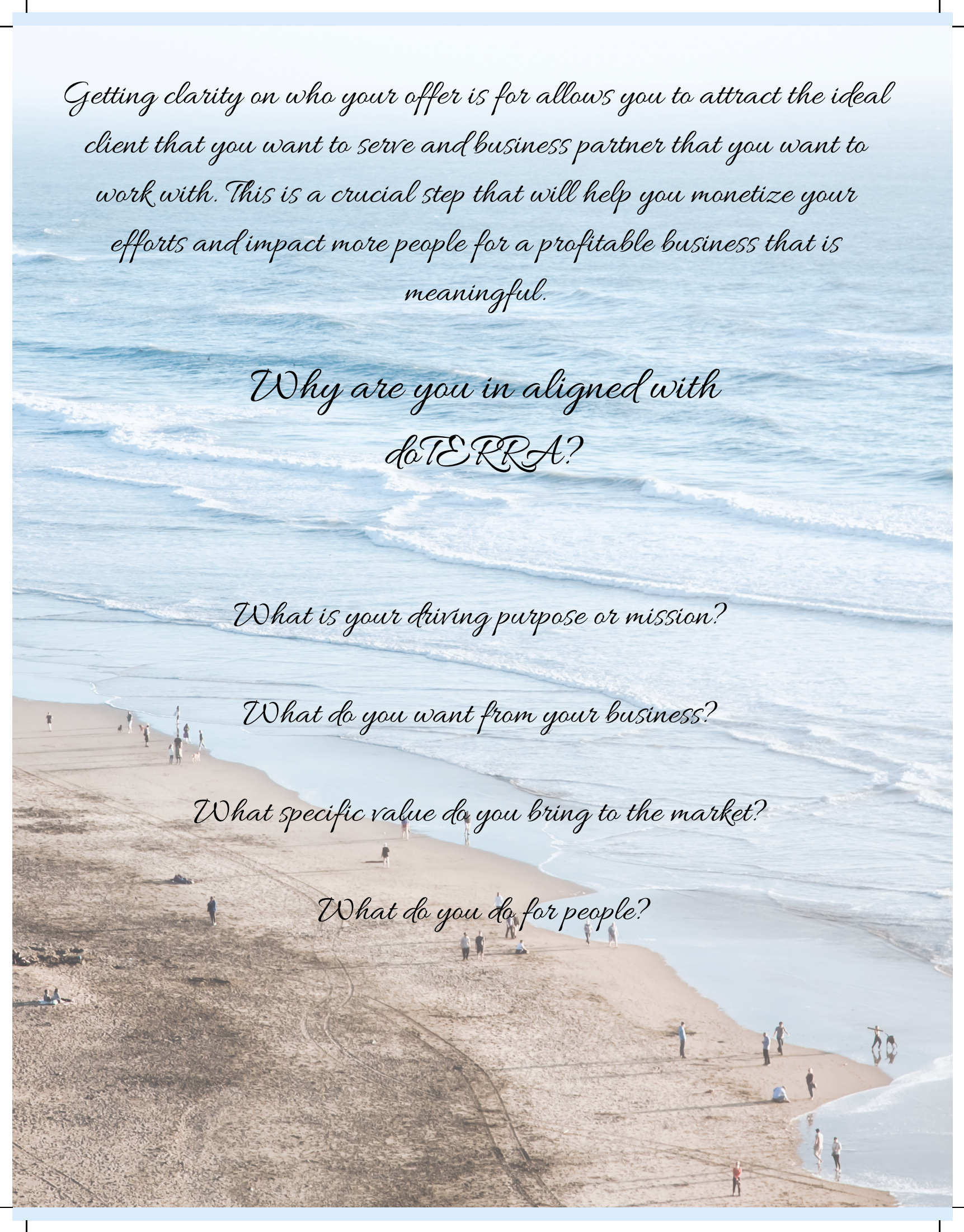


Client Clarity Worksheet





Getting clarity on who your offer is for allows you to attract the ideal client that you want to serve and business partner that you want to work with. This is a crucial step that will help you monetize your efforts and impact more people for a profitable business that is meaningful.

*Why are you in aligned with
doTERRA?*

What is your driving purpose or mission?

What do you want from your business?

What specific value do you bring to the market?

What do you do for people?

Who is your target audience/ niche in a short sentence? These are your customers.

Who needs what you do/ who is your offer for?

Ideal Customer: (Example: Moms looking to reduce feelings of stress & overwhelm)

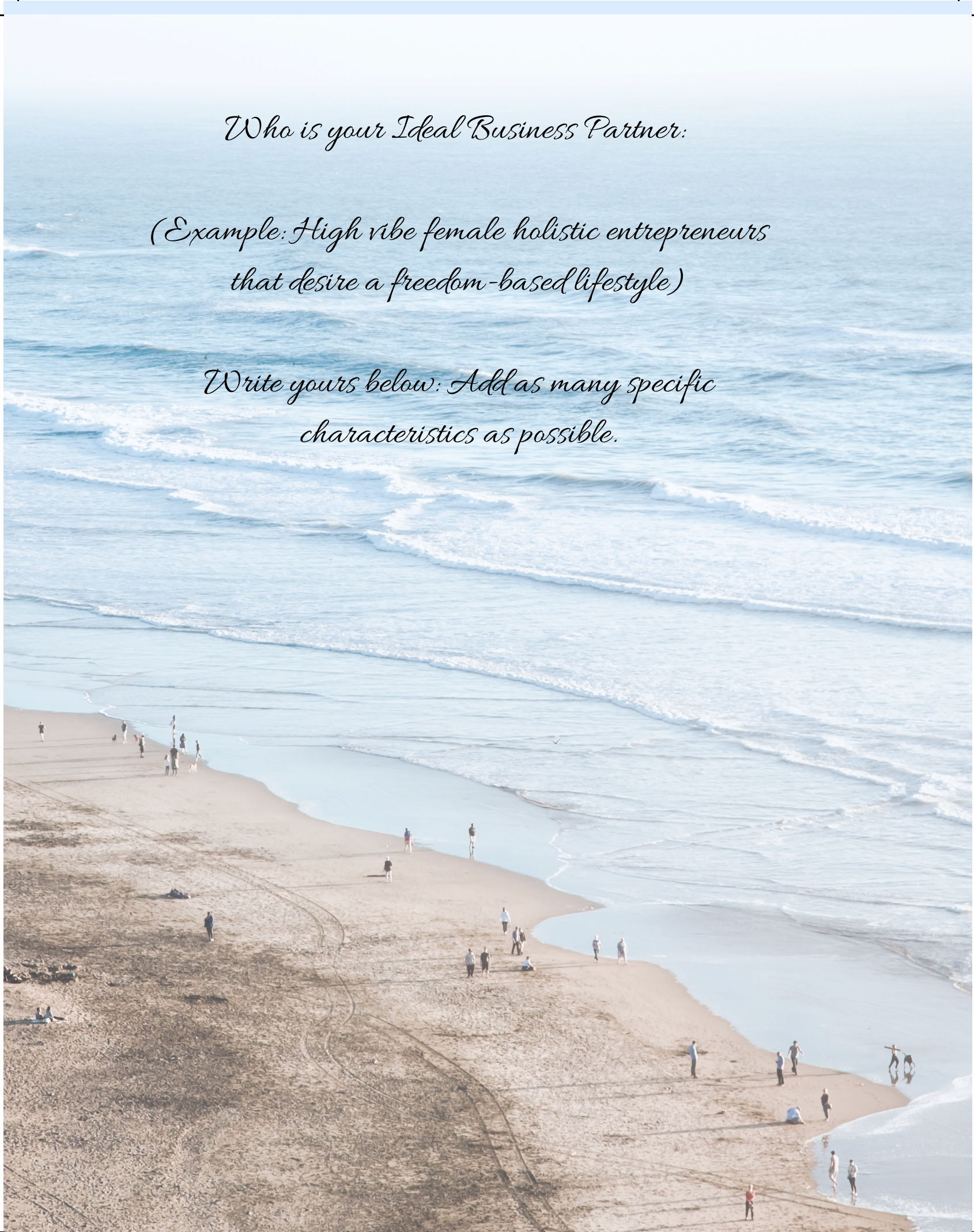
Write yours below...



Who is your Ideal Business Partner:

*(Example: High vibe female holistic entrepreneurs
that desire a freedom-based lifestyle)*

*Write yours below: Add as many specific
characteristics as possible.*



Design your life with intention.

Who do you LOVE to work with?

People love to hangout with people that make them feel good and vice versa.

(Example: inspired coaches, network marketers, mission-driven people, ambitious, hearts of healers, high vibe people)



Write your inspired statement below about attracting your ideal customer & builder. Read this every morning. Be as detailed as possible. What do they look like? What are their personality qualities? Their financial situation. Their why. Where do they live & work?

