

Influence Through *Story*

Fast Track Your Business with
3 Must-Have Stories

5-Day Challenge



Day 3, Home Play #2: *What Does My Ideal Client Yearn For?*

Let's take this idea of unconscious desire now to our clients.

What's one example of a problem that your clients often have, where you know that that's not the real issue - that there's something deeper going on in their lives.

For example, they come to you to buy a fitness package, but really it's because their marriage is falling apart and they don't want to face it. Maybe they want to be in shape because they know at some level that they will be single again and on the dating scene soon. Or maybe they feel rejected by their partner and they want to feel good in their bodies again. Or perhaps, in this same example, it's a woman who just had a baby, and she's feeling out of touch with the world around her and just wants to go to the gym to connect. Or what?

Don't think too hard about this. Just start writing and watch what emerges. You know more about your client than you may realize. Let this knowledge come to the surface as you write about them. Then post either your description of your client and what's really going on or your ahas that come from this exercise in [our Facebook Group](#).







