



Better Website Clients

Total Clarity of Purpose

Who Do You Serve?

This worksheet is designed to help you achieve total clarity about why you do what you do and who stands to benefit the most from your skills and passion.

Print out this worksheet and take some time to fill it in with an old-fashioned pen.

Getting this stuff out of your head and onto paper will help you bring it to life and clear your mind.

Remember, we use worksheets because they work, so take whatever resistance you have to printing this out and filling it in and put it on the shelf for now.

Ready? Let's go.



Skills

List everything you are skilful at regardless of whether or not you enjoy it or if you think it is valuable to your business in any way.

Just write down as many things as you can that you are good at as they come into your head. You don't need to be the best in the world. The idea here is to fill the paper with all of your skills.

A large, empty white rectangular area intended for writing down skills. It occupies the majority of the page below the introductory text.

Passion

Now it's time to write down everything you enjoy about your business. Answer this question honestly and don't fool yourself.

If you hate installing WordPress then do not write it down. If you love responsive design (and are currently making zero money from it) still write it down. Just fill this page with everything you love doing in your business.

Your Sweet Spot

Identify any crossover between your skills and your passion to find your sweet spot.

For example, if you are really good at designing high converting landing pages and you love doing it then this is part of your sweet spot. Ideally, you should have between five and ten things written down here that make up your sweet spot.

The Benefits You Offer

Now it's time to articulate the benefits that your clients receive from your sweet spot.

This is where we stop talking about responsive design and start talking about capturing mobile customers. No business owner wakes up in the middle of the night with a burning desire for a new responsive design website, but they do want to know how to capture customers who are on the move and using mobile devices to access the Internet.



Your Perfect Client

Finally, it's time to write a profile of the type of client that will benefit the most from what it is you do.

Use the framework given by John Jantsch in Duct Tape Marketing to get you started:

Physical description + what they want + their biggest problem + how they buy + best way to communicate with them = your perfect client.