



## DESSERT ISLAND EXERCISE

### Instructions

#### STEP 1:

Use the following suggestions to help you choose your desert island client:

- Who could you stand to be with for the entire time it takes you to figure out how to get off the island?
- Who can you trust?
- Who do you love?
- Who might actually work with you to find the way to survive, or even thrive, while you're there?
- Who do you connect with?
- Who makes you want to go to work in the morning?
- Who has potential?
- Who is open to new ideas?
- Who has the money to pay you what you're worth?

With the above in mind, list the one client you would take with you to a desert island:

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## STEP 2:

Once you have chosen your desert island client, answer the following question:

Why did you choose that client (or version of a client)? What qualities make them your ideal client?

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Eventually you are going to want to “clone” that client, so it is critical for you to first understand:

- Why do you like working with them?

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- What is this client good for your business?

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- How does working with this client make your life easier?

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## Step 3:

Take all the attributes of your desert island clients and create a “profile”. This is your ideal client. Evaluate your current sales/marketing efforts. Are they laser focused on bringing you more of these? If not, adjust as necessary!

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