

Persona Manifesting Exercise

STATE OF MIND: What is your client's state of mind when they come to you? Intuit how they are feeling, where they are financially, what they are missing that you have.

RELATIONSHIP: How is it to work with your client? How is your communication flow? What are your exchanges like? How do you want them to behave?

INDUSTRY: Pick your favorite industry to work with. This is a starting point. If you pick one, there is always a halo effect, but this gives your "helpers" in the Universe a place to start searching.

LENGTH OF SERVICE: How long will they work with you? Give it a typical length of time, indefinitely? 3 months?

NEEDINESS LEVEL: Do they rely on you or not? Rate the neediness from 1-5, 5 being the most needy and 1 being least. How often do they use your services?

PAYMENT: Talk about the payment process with client. How quickly, how much, how often, how easy.

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Persona Magnifesting Exercise

A DAY IN THE LIFE OF MY CLIENT

Ask permission to tune in to your ideal client. Imagine their typical day. Be descriptive as possible. This gets you into the mind of your ideal client and also could give you ideas of where to advertise!

DESCRIBE HOME LIFE:

HEALTH REGIME:

CAREER:

WHERE DO THEY EAT:

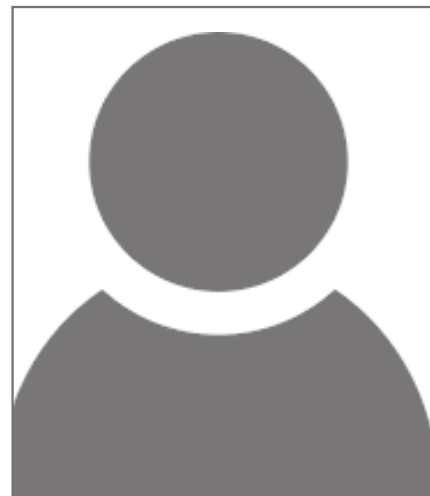
WHERE DO THEY SHOP:

HOW DO THEY RELAX:

SELF LOVE?:

HOW DO THEY RELAX:

WHAT DO THEY DO AT THE END OF THE DAY:



PICTURE IT: Cut a picture from a magazine or get it online. Imagine the picture represents your ideal client as you've described on the previous page. Have the intention that this is just a representation of all your ideal clients.