

# For a Friend ...

WHAT'S THE NAME OF A CURRENT OR FORMER CLIENT THAT REPRESENTS YOUR IDEAL CLIENT?

WHAT IF YOU DID A FAVOR FOR A FRIEND WHO IS REPRESENTING YOUR IDEAL CLIENT ...

WHAT PROBLEM COULD YOU HELP SOLVE FOR THEM IF YOU ONLY HAD TWO HOURS?

IF A FRIEND ASKED YOU FOR A CHECKLIST OR A GUIDE ...

... WHAT ARE FIVE CHECKLISTS OR GUIDES YOU'D CREATE FOR THEM?