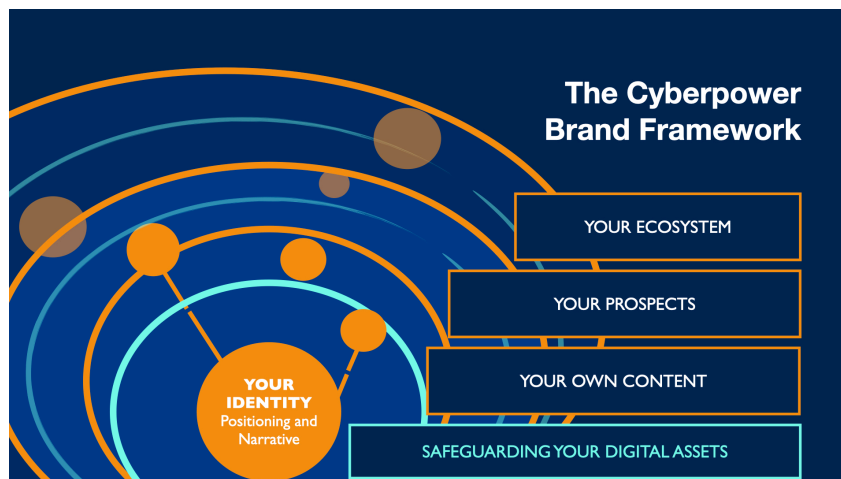


Your Cyberpower Brand Worksheets

Your Ideal Paying Clients

Welcome to your Cyberpower Brand Worksheets!
This worksheets are designed to build on what you have to make your brand truly powerful and consistent with what you stand for. Throughout these worksheets, each activity is aligned with the Cyberpower Brand Framework.



By working through each activity, you will have a complete guide to building your powerbrand that you can implement step by step. Completing the tasks will help your learning. You may fill out the worksheet digitally, print the tasks or use the file as a template.

Good luck!

Your Ideal Paying Client

Task 1

The WHAT

Which type of service do you offer?

DIY (Do it Yourself): This can be a one-time session that provides insight to work towards positive change.

DWY (Do it With You): This is to help a client reach a positive outcome by working together, like through a coaching program.

DFY (Do it For You): This is the most time-consuming option and one that should be rather exclusive. With this approach, you'll act almost as a hands-on consultant to solve a client's problem.

I mainly offer:

The WHY

Ask yourself why you want to offer your service? To:

- Earn more money
- Enhance your existing business
- Make an impact and help others
- Get more business cases (for video and other content)
- Other

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Knowing your why is important because the motivation behind what you do is often what prospective clients can most easily relate to. It's how you're able to attract the clients you want (aka ideal paying customer).

Here is the framework for your offering you can follow: I am going to offer **[type of service/advisory/coaching]** because **[my why]**.

You should arrive at something like this:

I'm going to offer career coaching because I've had the experience of changing my career in an unpredictable job market. I understand the difficulties and fears a young professional might have before making a major career transition. I want to help coach them through it because I have valuable tips and insights to share, plus I know first-hand how rewarding a career change can be.

Make it real - write it out. This statement is what we'll be refining during the next sessions.

The WHO

Based on your findings from past sessions and worksheets you can now define up to three target audiences.

Target Audiences

Task 2

	Target Audience 1	Target Audience 2	Target Audience 3
Definition:			

Specify the offering for each of your target audience.

Offering for target audience 1



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Offering for target audience 2

Offering for target audience 3