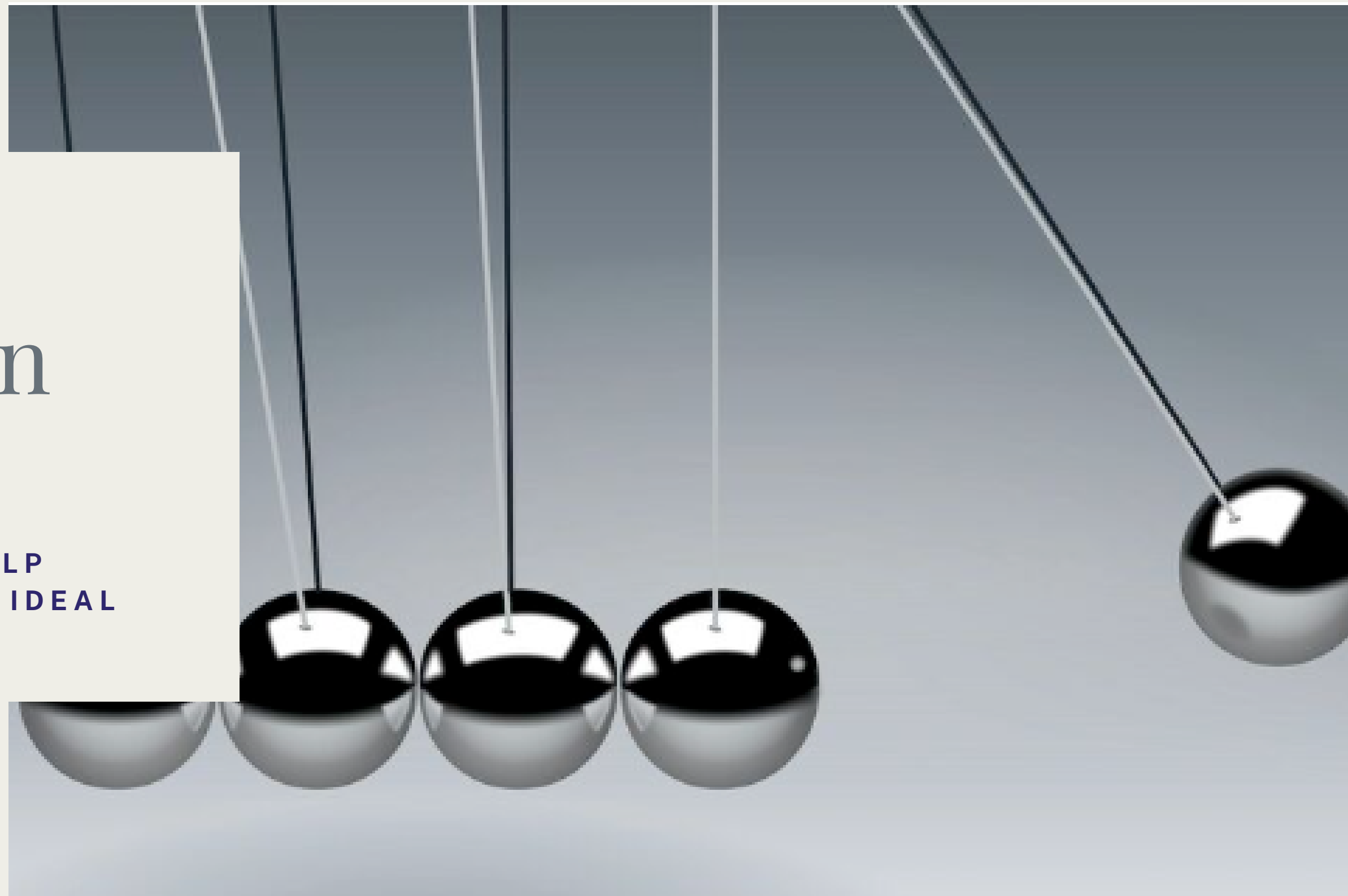


Client Attraction Guide

5 QUESTIONS TO HELP
YOU ATTRACT YOUR IDEAL
CLIENTS.

Orly Zeewy
Facilitator of Lightbulb Moments
Zeewy Brands



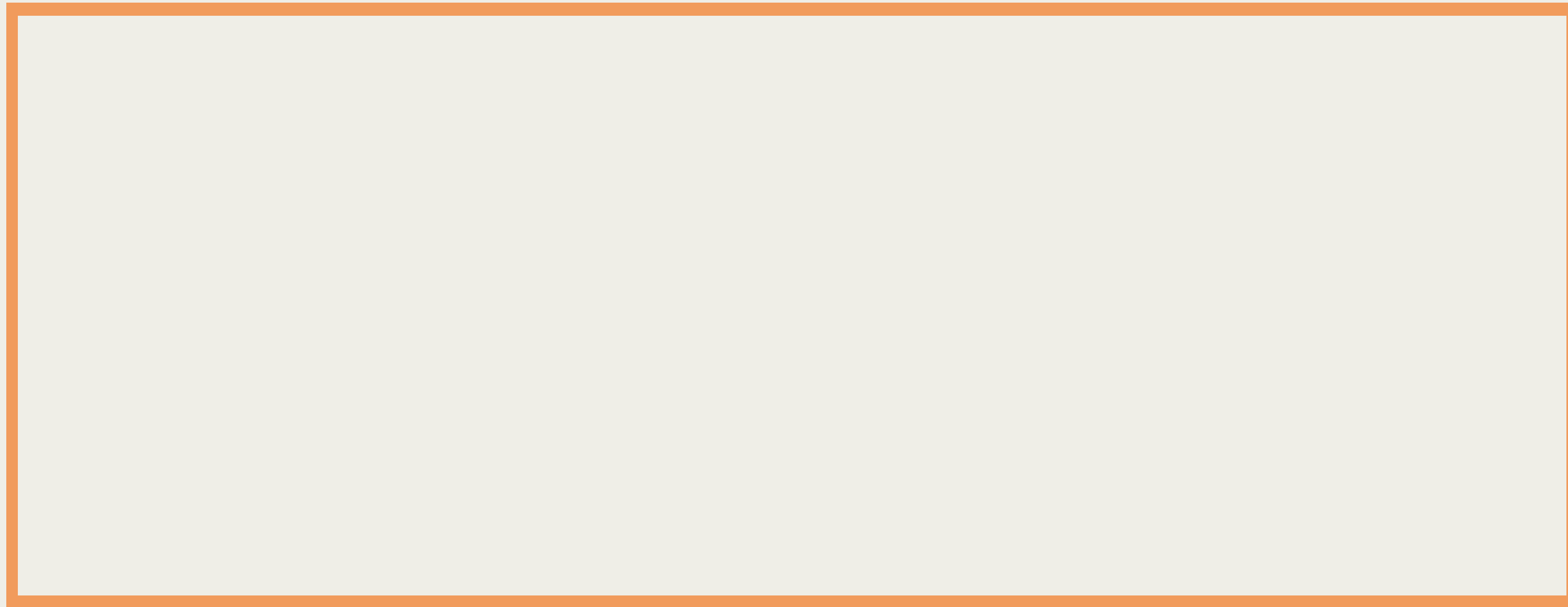
Question 1.

Do you know your superpower? Can you sum it up in one sentence? Once you own your superpower, and understand it's value, it becomes easier to charge what you're worth.

My superpower: I make fuzzy clear.



What's Your Superpower?



Question 2.

Have you identified your ideal client? When you try to speak to everyone, you connect with no one.

My ideal client is a female solopreneur who is a business consultant or a leadership coach.



Who's Your Ideal Client?



Question 3.

Do you understand your client's key pain points? If you don't know what your ideal client struggles with, you become a solution looking for a problem to solve.

My client feels invisible. They know their work creates real value but their messaging doesn't reflect it. Instead, it's getting lost in a sea of content and that's costing them clients, visibility, and business growth.



What's Your Client's Key Pain Points?



Question 4.

Do you know how you're solving your client's key pain points? Don't be afraid to be hyper focused. You're not looking to solve everyone's problem. Only the ones your client struggles with, and are aligned with your superpower.

I turn fuzzy content into clear marketing messages that help my clients cut through the noise, turn their LinkedIn profile into a lead generator and their web visitors into prospects.



How Do You Solve Your Client's Key Pain Points?



Question 5.

Does your elevator pitch help you attract your ideal clients in 15 seconds or less? If your pitch is not converting, it means that your brand's value is not coming through.

Elevator Pitch Framework: I solve [problem] by providing [benefit], to help [ideal client] accomplish [transformation].

Note: Use questions 1-4 answers to fill out your pitch framework.



What's Your Elevator Pitch?



Trouble Answering These 5 Questions?

BOOK A FREE DISCOVERY CALL TO BEGIN ATTRACTING YOUR IDEAL CLIENTS.

[BOOK NOW](#)

