

Dream 25 Workshop

Action Sheet

The goal of the Dream 25 Exercise is to Zero in on a targeted list of your best Prospects or Referral Partners. For most, I recommend using this exercise to find partners, as it's a more leveraged way to scale your business. This is what we're going to focus on in this exercise.

Step #1

Define your perfect client avatar

Who are they? Be as specific as you can.

List industry, demographics, geographics, psychographics, wants, desires, pain points, etc.

The more you know about your perfect client, the better.

[illegible]

Step #2

Who else serves those clients that are not direct competitors to you?
What industry are they in? Where are they? How easy is it to find them?

Referral Avatar

Industry _____

Location _____

What problem do they solve? _____

What else do you know about them?

[illegible]

Step #3

In what ways could you work with this referral avatar to create a win-win-win situation for everyone?

Examples:

Basic referral commissions, joint events, cross promotions, masterminds, workshops, etc.
Be detailed as to what this could look like.

The first draft doesn't need to be perfect. Just list out the basics. Flesh it out more as you evolve more concrete plans and structures for the relationship.

Step #4

Now the fun part... Who Are They?

You're looking for specific people. Who do you know off the top of your head? Start there.

Pick one industry to start with.

Name	Website	Email	Phone
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____
9. _____	_____	_____	_____
10. _____	_____	_____	_____
11. _____	_____	_____	_____
12. _____	_____	_____	_____
13. _____	_____	_____	_____
14. _____	_____	_____	_____
15. _____	_____	_____	_____
16. _____	_____	_____	_____
17. _____	_____	_____	_____
18. _____	_____	_____	_____
19. _____	_____	_____	_____
20. _____	_____	_____	_____
21. _____	_____	_____	_____
22. _____	_____	_____	_____
23. _____	_____	_____	_____
24. _____	_____	_____	_____
25. _____	_____	_____	_____