

Phase 1: Define

In this phase of development, you are going to define multiple terms. We want absolute clarity on who you are serving, what they have a challenge with and where you want them to go with your course.

The resources in this section will encourage you to do a deep dive into your client avatar, your promise and the outcomes your future clients want to achieve. We'll be using a combination of AI-generated avatar content and your own brainstorming with prompt questions.

Phase 1.1 Define your Ideal Client

In this section:

- ☐ Chat GPT prompts to create your ideal client
- ☐ Chat GPT prompts to create a client persona
- ☐ Written prompts to help you define your ICA

At the end of this segment

- ☐ Upload your Google doc into your drive containing your ideal client avatar content in a document titled [YOUR NAME] ICA Exercises

Chat GPT Prompt: Creating Your Client Avatar

Plug the following highlighted text into Chat GPT and follow the prompts. Put the answers below this segment to help you build out your perfect client avatar statements.

ChatGPT, please ask the following questions to help the user understand their ideal client and niche:

1. Who is your dream client? Can you specify their demographics, challenges, aspirations, and principles? Think deeply and be very detailed.
2. When reflecting on previous clients or patients, are there recurring themes

in terms of common challenges and objectives?

3. Which values are most aligned with the clients you genuinely appreciate collaborating with, and how do these values guide their health objectives?

4. When you think about the clients you've most enjoyed working with, are there any shared traits or characteristics they possess?

5. List down your most cherished clients. Can you identify any shared health conditions, personalities, ages, motivations, etc.?

6. From your favorite clients, can you pinpoint 2-3 specific attributes that might help you narrow down your target group?

7. What specific issues can you address uniquely? Think about where your expertise, experiences, and passion intersect.

8. Among the subjects you've studied or practiced, which one resonates with you the most and why?

9. If your business had to focus on a single type of client, who would that be?

You will ask only one question at a time. If the response is not adequate or needs additional detail, please ask until you have received what you would consider a good response.

Begin the conversation:

Paste the Response Below:

In the same Chat GPT Chat, paste this second prompt:

Act as a marketing strategist specializing in the medical and health online course creation. I'm seeking a concise and actionable Client Persona based on responses to previous questions. The end goal is to create a persona that a business owner can seamlessly integrate into their marketing, sales, and support strategies using GPT. This Client Persona should be:

- Comprehensive yet straightforward to understand.
- Immediately actionable without requiring extensive additional research.

- Tailored for use as a reference in future GPT interactions related to marketing, sales, and support.
- Your deliverable will be a structured Client Persona, comprising demographics, challenges, aspirations, and principles. It should also highlight any specific nuances relevant to the business sector. The format should be:

[Client Name/Title]:

- Demographics: [Detailed Information]
- Challenges: [Specific Challenges]
- Aspirations: [Defined Goals]
- Principles: [Core Values]

Bear in mind the business owner's background, which includes integrative medicine, health and wellness, and ensure that the persona aligns with this. The final persona should be a blend of industry best practices and specific insights provided earlier.

Paste the Response Below:

Written Questions About Your Niche

Creating a product that resonates with your target audience requires a deep understanding of your ideal client avatar. Here are 20 insightful questions every business owner should consider:

1. Who is my ideal client? (Consider demographics like age, gender, profession, etc.)
2. What are their primary goals and aspirations?
3. What challenges or pain points do they currently face?
4. How do they define success in their personal and professional lives?
5. What are their hobbies and interests outside of work?
6. What kind of lifestyle do they aspire to or currently live?

7. What are their values and beliefs, especially those relevant to my product or industry?
8. Where do they typically seek information or advice (online forums, social media, industry leaders, books, etc.)?
9. What type of language or communication style resonates with them?
10. What are their fears or apprehensions related to the product or service I offer?
11. How do they prefer to consume content (videos, blogs, podcasts, etc.)?
12. What brands or influencers do they trust and follow?
13. What are their spending habits, and what is their budget range for products/services like mine?
14. What motivates their purchasing decisions (quality, price, brand reputation, etc.)?
15. How do they prefer to shop (online, in-store, via subscription, etc.)?
16. What has been their experience with similar products or services in the past?
17. What kind of after-sales support or customer service do they expect?
18. What societal or cultural factors might influence their buying decisions?
19. How do they describe the problems that my product/service can solve?
20. What outcome or transformation are they seeking from my product or service?

When you have completed this section, upload your ICA Avatar Document to the Google Drive of your course with the file called [YOUR NAME] ICA Exercises

Phase 1.2: Define The Problem

In this section:

- ☐ Chat GPT prompts to understand your patient journey.
- ☐ Written prompts to help you define your ICA's problem and goals

At the end of this segment

- ☐ Upload your Google doc into your drive containing your ideal client avatar content in a document titled [YOUR NAME] Problem Outline

ChatGPT, your role is to ask the following questions to help gather insights about client interactions and perceptions. Each question should be posed one at a time, and if the response provided isn't detailed or clear enough, please continue inquiring until you get a comprehensive answer.

Begin the conversation with the following question:

1. When your ideal clients discuss their challenges, what specific language or phrases do they commonly use to describe their problems?

Move on to the next questions as follows:

2. How do your ideal clients articulate the desired transformation or results they hope to achieve with your services? Can you pinpoint any specific goals they often mention?

3. Are there any recurring fears, frustrations, or concerns that potential clients bring up during your discussions? Which issues seem to be top-of-mind for them?

4. Based on past interactions, if you were to ask your ideal clients to express what they're seeking in their own words, what common themes or phrases do you expect they'd use?

5. Reflecting on a particular client success story, how did that client describe the way you addressed their issue? What terminology or phrases did they use when talking about their experience collaborating with you?

You will ask only one question at a time. If the response is not adequate or needs additional detail, please ask until you have received what you would consider a good response.

Written Questions About Your Niche's Problem

1. How would your ICA describe their problem in their own words? Try not to use medical language and instead use the words they would use. They may not say "distended," but they may say that "their pants are tight at the end of the day."

2. What is unavailable to your ICA because of this problem? Are they unable to play with their kids? Achieve their dreams? Did they quit their sport? What isn't possible because of where they are?
3. What is mistake #1 that they are making right now?
 - a. What is it costing them to make this mistake?
 - b. What would be available to them if they stopped making this mistake?
4. What is mistake #2 that they are making right now?
 - a. What is it costing them to make this mistake?
 - b. What would be available to them if they stopped making this mistake?
5. What is mistake #3 that they are making right now?
 - a. What is it costing them to make this mistake?
 - b. What would be available to them if they stopped making this mistake?

Phase 1.3: The Cost of Inaction

Most of your patients/clients don't think about what would happen if they just kept walking along the path they are already on. They don't realize that if they keep going (without changing) that they are going to stay the same, or even, get worse. You have to paint a picture for them about what happens WITHOUT your course, so that you can help them understand the cost of inaction.

1. What will happen to your client if they stay the same?
2. What is the 5 year outcome if they don't make any changes with you?
3. What happens in 10 years if they don't make any changes today?

Phase 1.4: Sell the destination, not the airplane.

This section has a video that describes what we mean by this quote!



The destination: how your ICA will feel when they arrive at the end of the course.
How will they feel when they succeed?

The airplane: The number of videos, recipes, handouts and hours the course is.

See the difference?

Make a list of “destination” goals

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-
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We'll talk about the airplane in the next section!

Additional Resources

- Building a Story Brand by Don Miller is an excellent book that can help you position your client's personal villain (problem) and how to think of yourself as the guide who offers a solution (your course).