

## Identify Your Divine Client

When God created you and assigned you a special calling to build your business, He also predestined the clients who you would serve. I call these your divine clients, the people you were born to serve.

Without a doubt, the market made up of your divine clients is the most important consideration when it comes to creating a product and marketing your business. They have very definite likes and dislikes; they have a preferred learning style; they have an ideal price point. They have a specific need that God has called YOU to fulfill for them. All of these things must be taken into consideration before you begin creating your product or service offering.

Using the following worksheet, define your divine client as clearly as possible.

### All About My divine client:

1. My divine client is **male** | **female** | **both**.

2. My divine client is \_\_\_\_\_ **years old**.

3. My customer's socio-economic status is:

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4. In terms of the training I offer, my customer is: **beginning** | **intermediate** | **advanced**.
5. My customer prefers to learn by: **reading** | **watching** | **listening** | **doing**.
6. My customer is technically **proficient** | **challenged**.
7. The most my customer will pay for a digital product is \$\_\_\_\_\_.

Hopefully you can easily answer all of these questions, but if you're just starting out, branching out into a new market, or simply don't have the data available, consider setting up a market survey using these questions to help you effectively market your product and service offerings.