



Day SIXTEEN

Where's my TRIBE?

This is probably one of the MOST common questions I hear.

Where are my ideal/soulmate clients?

Where's my business friendships?

Where's my community?

The first thing we want to understand is who we are seeking and why?

Then we break it down into everything we know or think we know about these particular lovely peeps!

Let's make some list, shall we:

Your soulmate/ideal clients:

What do you know about them?

What are their hobbies?

Where do they hang out on the weekends?

What magazines might they read?

How do they stay in shape?

What are their top priorities in their lives?

Where do they go to eat?

And every little morsel you can identify that your ideal client may find interesting, helpful and bring great value to their lives...

You want to be able to identify their loves, so you can spend time where they are most apt to be!

I'd love to invite you to scribble as much as you can about everything you KNOW about your ideal client.

Then create a list of where you might find them hanging out.

Then if you feel an intuitive hit on any of these places, maybe you could arrange to do a talk at one of these spaces for your ideal client about one of their top challenges and how you can support them to move forward.

What might all that look like?

Dream, go crazy, be over the top, listen to your heart....go there!

You can follow the above process to seek out business partners, business besties, accountability partnerships and to grow your community.

Ask yourself who am I looking for and why?

Start putting yourself out into spaces where these people congregate and asking.

Asking so often feels uncomfy.

So if you feel uncomfortable asking about growing your community, business partnerships, client acquisitions...

I ask you to dive into that conversation with yourself.

Do some exploratory deep digging into why you feel uncomfy putting yourself out there and growing your tribe?

Keep digging up old stories.

Old beliefs.

Patterns.

Habits.

Transitions.

Changes.

Feelings.

See what comes up around feeling uncomfortable putting yourself out there and asking people to join you and your community?!

Have fun. Enjoy the discovery. Explore the possibilities.