

Find and attract your first ideal client



THAT FIRST CLIENT

SECOND EDITION

Companion Workbook

Jill
Celeste

Dear Reader,

Welcome to the companion workbook for *That First Client*! I am excited you downloaded this workbook. This tells me you are ready to get to work!

Before you delve in, I have some tips for you. First, this workbook is an editable PDF, meaning you can type your answers directly into your computer. Or, if you prefer, print it out and hand-write your responses.

I have arranged the tasks sequentially. Please go page by page and do not skip ahead. If you do not do the tasks in order, you may miss out (or end up going back to complete a task). Remember to take imperfect action, too. You can always re-do something as you learn more.

Please complete this workbook with *That First Client* by your side. Within each workbook chapter, you will see a list of tasks to complete. Underneath the task lists, you will find clarifying exercises. Once you complete that chapter's task list and exercises, you are ready to proceed to the next chapter.

I would love to see your completed workbook! Please take a picture of it and tag me on Instagram (@jill_celeste). I may even share it to my Stories!

One more thing: You will now receive my e-newsletters as well as promotional emails. I promise not to inundate you. You can opt-out at any time by clicking on the unsubscribe link at the bottom of the emails.

Okay, let's get to work!

All my love,

A handwritten signature in black ink, appearing to read 'Jill' followed by a stylized flourish.

Jill Celeste, MA
Founder, Celestial University

Chapter 2: WHO ARE YOU MEANT TO SERVE

In this chapter, you will focus on identifying who are your ideal clients and writing marketing copy that will pull these clients to you.

Task List:

- ☐ Reflect upon your own transformational journey
- ☐ Create a survey for your ideal clients to learn more about them
- ☐ Email a link to this survey to your ideal clients
- ☐ Document the demographics and psychographics of your ideal client
- ☐ Write your Ideal Client Persona
- ☐ Write 10 pull questions
- ☐ Brainstorm a list of places you can place your marketing pull questions

Exercises:

1. Look at your transformational journey:

Answer these questions to help you reflect upon your journey.

- Why was I stuck in this “before” state?

- What issues or problems was I experiencing?

- What was keeping me up at night?

- What motivated me to look for a transformation?

- How did I feel once I made this transformation?

2. Demographics and Psychographics

Demographics are the features of a specific population, such as age and location.

Psychographics are the behavioral and lifestyle features of a specific population, such as interests and opinions.

Demographics	Psychographics
Gender	Interests
Age	Attitudes
Income	Opinions
Location	Biggest struggle or problem
Marital Status	Hobbies
Profession	Lifestyle

Document in the table below your ideal client's demographics and psychographics.

Demographics	Psychographics

3. Write Your Ideal Client Persona

Using your journal or computer, write your Ideal Client persona, using this example as inspiration. (Please do not copy verbatim.)

Who you are

You are a purpose-driven entrepreneur with a big message and gift.

You want to get out there in a bigger way so that your message will be heard by the people who need your help.

You love what you do—in fact, you know it's your passion and purpose in life.

The very idea of helping people makes you smile.

You are motivated and eager to learn, but you want to learn to do things the right way the first time.

You hate to spin your wheels.

What your issues tend to be

You know that for your business to grow, you need to share your message through effective marketing.

Hiring an agency or an employee to help you is not in the cards right now. It's something you need to do yourself.

You know bits and pieces of marketing – but not everything. When you try to learn more, you find conflicting advice about what works best for marketing your business. There seems to be an endless sea of marketing information, and you are not sure which direction to take. As a result, you've tried many different marketing methods, but you can't say for certain which ones worked (if any). You often try the latest thing because it feels like the right thing to do.

Right now, your marketing is cluttered and disorganized. You are unsure how to find time every day to market your business— on top of everything else you have to do.

In the end, you wish someone would guide you through the whole marketing process and be a sounding board for your ideas.

What you need most right now

You need to embrace your role as the Director of Marketing for your business. This means you will approach each day with a focus on marketing. This new focus will help you prioritize your day so that you always have time to market your business. Furthermore, you need a marketing strategy that gives you a deep dive into your ideal client's wants and needs—and how you are uniquely qualified to help solve your ideal client's problems.

This also means you need to write, and stick to, a marketing plan. Your marketing plan will list the tactics you need to implement to share your message (so you don't have to guess anymore!). Your marketing plan should also include a marketing calendar so you can keep track of what you need to implement and when to implement it.

Your marketing plan and calendar will be the road map for your daily activities. They will help you stay on task and accountable as the Director of Marketing for your business.

What's your next step?

I would be honored to help you through my program, The Celestial Circle, my monthly membership program.

It's affordably priced, and you get a ton of value for your investment.

So many entrepreneurs have said “yes” to The Celestial Circle—why not learn more?

[Click here to learn more about The Celestial Circle](#) and if it's the right fit for you.

4. Marketing Pull Questions

It's time to write your marketing pull questions. Remember to use action words, conjure a sense of setting, and word the question in a way so that the answer is YES!

Draft 5-10 pull questions that you can use in your marketing.

Examples:

- Do you often stare at the produce section in the grocery store, wishing your kids would eat more fruits and vegetables (then end up throwing more Little Debbie snacks into your cart)?
- Are you at the breaking point of your business where you've thought about quitting and going back to the corporate world, and even though the very thought of it makes you want to vomit?
- Do you wake up at 2 a.m. in a cold sweat because you're worrying (again) about how you will find people to buy your products?
- Have you been desperately trying to find clients for your business to the point you'll take anyone, even people who underpay but overwork you?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Chapter 3: TELLING THE WORLD WHO YOUR IDEAL CLIENT IS

Now that you have identified who your ideal client is, it's time to ask for referrals. Often your first client can come from a referral, so it's essential to have a referral marketing system in place.

Task List:

- ☐ Make a list of possible referral sources
- ☐ Start approaching your referral sources to ask for their referrals
- ☐ Create a one-page flyer or other marketing collateral that you can share with your referral sources
- ☐ Create a thank-you process, so you have a system in place to thank your referral sources
- ☐ Post your Ideal Client Persona to your website
- ☐ Make an Ideal Client Persona flyer
- ☐ Write a two-sentence "condensed" version of your Ideal Client Persona
- ☐ Write and mail a referral letter
- ☐ Use a calendar to plan out your referral letter campaign for the next 12 months
- ☐ Email your contacts to ask for referrals

Exercises:

1. Identifying your potential referral sources.

Who are your referral sources? Jot down some ideas in the space below.

2. Potential coffee dates

Who can you meet for coffee dates? Who are potential JV partners?

Brainstorm some ideas in the spaces below.

3. Write a condensed version of your Ideal Client Persona

Write a one- to two-sentence "condensed" version of your Ideal Client Persona.

4. The power of snail mail

It's time to ask for referrals using snail mail. Write your letter and mail it to everyone you can. Plan how you will mail these letters every month. Use a calendar to help you. Below is a sample for inspiration:

Sample Warm Letter

Dear XXX,

How are you? I hope this letter finds you doing WONDERFULLY.

As you probably know, I am the founder of the Celestial Marketing Academy, which I opened last year to help purpose-driven entrepreneurs learn how to become the Directors of Marketing for their businesses. Earlier this year, I revamped the entire curriculum for the Academy, and I am so thrilled with the result.

You can check it out here: www.JillCeleste.com/academy.

I am reopening enrollment to the Celestial Marketing Academy in April, and I would love to get the word out.

Perhaps you know someone who is the perfect candidate for the Celestial Marketing Academy? Here is a snapshot of who would best benefit from the curriculum:

- **Purpose-driven solopreneurs:** They must be in business to share their Gifts with the world – whether it's health coaching or landscaping. Their trade isn't as important as their Purpose. And they are usually a one-person show.
- **Need to learn marketing fundamentals:** I teach twenty-three modules all about the basics of marketing your business – from creating your business card to writing your marketing plan. Entrepreneurs who are past this step would be bored to tears.
- **Not seeing much of a profit yet in her business:** My ideal clients are often just starting out, or they've been in business for a while but not earning much of a profit. They are looking for their first clients and a steady stream of income.
- **May still be working full-time:** The Celestial Marketing Academy is perfect for entrepreneurs working full-time in a job and ramping up their businesses after work. I can teach them how to bring their businesses to a level where they can go part-time or quit their jobs altogether (that's how I did it!).

I am hosting a free virtual info session on Wednesday, March 22, at noon EST to talk about why these entrepreneurs are not attracting clients, and how the Celestial Marketing Academy can help them. During this info session, I will have Fast-Action Bonuses to help inspire the audience to take immediate action.

So, now I come to the big ask:

- If you know of anyone who fits the Ideal Client Profile for the Celestial Marketing Academy, could you let her know about my free info session? Anyone can register here: www.jillceleste.com/webinar (It will be recorded).
- If it's easier, please email me your friend's contact information, and I would be happy to invite him/her to the info session with your compliments. You can email me at jill@jillceleste.com.

Finally, what can I do for you? Please don't hesitate ever to let me know.

From the bottom of my heart, thank you for reading my letter and for any referrals you can extend to the Celestial Marketing Academy. I appreciate you!

Lots of love,
Jill

5. Telling your email contacts

If you are unable to snail mail a letter, then fall back on sending an email.

Here's what should you say in your email:

- ☐ Explain that you are looking to expand your business (or you just started your business)
- ☐ Identify the type of ideal clients you are looking to work with
- ☐ Ask her if she knows anyone who is your ideal client
- ☐ Try to arrange a phone meeting or coffee date with your contact to discuss your business and ideal client more, and if your contact is a fellow entrepreneur, express your desire to learn more about her business
- ☐ Ask that she confirms receipt of the email and to email you back with ideas

Draft a message you can email to your contacts. Make a list of who you can contact and start emailing.

Don't forget to keep track of their responses (which is especially helpful if you need to follow up with anyone).

Exercises:

1. I would love to work with you!

Chances are, someone has said to you: "Oh, I would love to work with you!" Now is the time to contact these potential sales prospects to let them know you are open for business. In the spaces below, brainstorm a list of everyone who has expressed an interest in working with you. Once you get some ideas down, transfer this information into Word or Excel for later.

2. Create a pre-call questionnaire

Now it's time to create your pre-call questionnaire. Remember, this is to be emailed to your sales prospects before your Introductory Sales Call. Here are the questions I ask on my pre-call questionnaire (to inspire your own questions):

- 1) First name, last name, and email
- 2) Please explain your current business. Why do you do? Services? Typical clients?
- 3) What are you currently doing to market your business?
- 4) What obstacles, challenges, and struggles do you regularly come up against?

Brainstorm what question you need to ask on your pre-call questionnaire:

3. Prepare your sales script

Most introductory sales calls are only 30 minutes long, and you have a lot of details to go over. That's why you want to write your pre-call script before you get on the phone with your sales prospect.

Sample Sales Script:

After listening to your current situation – your struggles and issues – and the goals you want to achieve, I am confident I can help you. Would you like to hear more about my services?

If she says yes, then go over your services and pricing. Ask for her permission to go to the next step (e.g. *Which package sounds the most interesting to you? Would you like the price for XYZ package?*).

Once she has this information, including the pricing, your next question is It sounds like the XYZ package is the perfect fit for you. So, the ball's in your court. What do you think? Are you ready to take the leap?

Now, it's your turn. Brainstorm what you want in your Sales Script:

4. Create a follow-up document

If you don't have one already, now is the time to create a follow-up list. You may want to include details on how you have reached out and the date. Here's an example if you need a starting point.

Name	E-mail	Phone	Date of reach out	When to reach out again

CHAPTER 5: GET IN FRONT OF YOUR IDEAL CLIENTS

You have your processes in place—now it's time to get visible! In this chapter, you will learn how to network, speak, and use social media to put you in front of your ideal clients.

Task List:

- ☐ Research local networking groups
- ☐ Add networking group meeting dates to your calendar
- ☐ Interview the networking group president or leader about the networking group you're interested in
- ☐ Design your business card to hand out while networking
- ☐ Master your elevator speech
- ☐ Prepare how you will greet someone you have not met before
- ☐ Start networking
- ☐ Join Toastmasters if you need help with your public speaking skills
- ☐ Hire a voice coach to help you fine-tune your public speaking skills
- ☐ Brainstorm a list of possible places where you can be a public speaker
- ☐ Determine your requirements before committing to speak
- ☐ Brainstorm a list of speech topics
- ☐ Write your speech
- ☐ Create a raffle form
- ☐ Create a follow-up process for after each speaking gig

Exercises:

1. How to find networking groups

Finding the right networking groups is a bit like shoe shopping; You have to try some on before you find the perfect fit. To help you start your research, here are some ideas on where you can find networking groups:

- Google networking groups in your area (make sure to include your town/city in the search, such as “networking groups Dallas” or “women’s networking groups Miami”)
- Search also for virtual networking groups. Because of COVID-19, many networking groups have moved to a virtual space. I am the founder of Virtual Networkers – a worldwide networking organization for female entrepreneurs – and have been connecting women business owners through our webcams since 2018. You can learn more about Virtual Networkers at www.virtualnetworkers.biz.
- Check out MeetUp.com and EventBrite.com
- Research if any professional organizations meet in your area
- Ask other entrepreneurs where they network
- See if there’s a local alumni group for your college
- Start your own networking group

It's time to research local networking groups!

Find some groups and add their dates to your calendar so you can plan to attend.

2. Find a place to speak

Where can you speak? Brainstorm a list of possible places where you can be a guest speaker:

3. Your speech

It's time to come up with some speech topics! Think about the biggest questions you get from your clients. Use your marketing pull questions for inspiration too. In the spaces below, brainstorm some ideas on what you might speak about:

4. Identify how you'll document your audience's information

How will you capture your audience's information? One of the easiest ways is to host a raffle. If you do, create a raffle form that gathers key information from audience members.

Here are questions I ask on my raffle form:

- Name
- Address
- Phone
- Email
- Business name
- What is their biggest business challenge
- On a scale of 1-10, how effective is their marketing
- Do you want a free call to talk about your marketing
- May I have permission to add you to my email and mailing list

What questions do you need to ask on your raffle form? Brainstorm some ideas below, and then make sure to create a raffle form now, so you don't have to scramble for it later.

5.Determine what social media site you'll use to reach your ideal clients

Focus your social media marketing energy on one platform. Here are the steps to follow:

- ☐ Research the demographics of the social media platforms you are interested in using.
- ☐ Compare these demographics with the ones you have determined for your ideal client.
- ☐ Which social media is frequented the most by your ideal client?
- ☐ Research social media scheduling software to batch and schedule your social media posts.
- ☐ Block time on your calendar for social media engagement (so that you don't fall down a rabbit hole!)

Chapter 6: FOLLOWING UP WITH LOVE

Now that you are gaining visibility, it's crucial to create a follow-up process. Often you will need to follow up at least five times before someone says "yes" to working with you.

Task List:

- ☐ Block time on your calendar every week for you to do follow-up calls and emails
- ☐ Set a reminder about who you need to follow up with
- ☐ Make a list of ways you can follow up with your sales prospects
- ☐ Start following up.

Exercise:

Make a list of ways you can follow up with your sales prospects

Below is a list of 40 ways you can follow up with your sales prospects. Look over the list and highlight the methods that appeal to you. Then, create a plan for how you will implement your selected follow-up methods.

TELEPHONE

1. Call her to check-in
2. Schedule a follow-up call to see where things are
3. Send a text

EMAIL

4. Send a "just checking in" email
5. Send an email invite to your next event/webinar
6. Send an e-card
7. Create a video, post it as "unlisted" on YouTube, and email her the link to watch it
8. Email link to a blog post or article (written by you or someone else)
9. Introduce her to a potential JV partner
10. Email a gift
11. Email her your ebook, free report, or other lead magnets you have
12. Send a coupon or promo code
13. Pass along a media tip
14. Make sure she gets your e-newsletter
15. Share one of your testimonials with her

SNAIL MAIL

16. Send a letter
17. Mail a greeting card
18. Mail a postcard
19. Mail a gift
20. Mail her a magazine article she may be interested in
21. Remember her birthday
22. Send a holiday card
23. Send flowers

NETWORKING

- 24. Invite her to a networking meeting
- 25. Sit next to her at a networking meeting
- 26. Ask if you can speak at a networking group she belongs to
- 27. Invite her to speak at a networking group you belong to
- 28. Invite her as your guest to a conference

SOCIAL MEDIA

- 29. Send a message through social media
- 30. Comment on her social media posts
- 31. Share/retweet her content
- 32. Post a special graphic and/or article, and then tag her in the post
- 33. Invite her to your private Facebook group

INTERVIEWS

- 34. Interview as an ideal client
- 35. Ask her to be a beta tester for a new product or service
- 36. Ask her to participate in a market research survey you're conducting
- 37. Interview her for a blog post
- 38. Have her write a guest blog post for your blog
- 39. Offer to write a guest post for her blog
- 40. Interview her for your podcast

Chapter 7: WHAT ABOUT THE OTHER STUFF I NEED

Consider this chapter “phase two” of your client attraction marketing. Once you get some clients under your belt, it’s time to work on professional photos, getting testimonials, and creating your website.

Task List:

- ☐ Determine what kinds of professional photos you need
- ☐ Find a photographer
- ☐ Create a testimonial-gathering process
- ☐ Build your website

Exercises:

1. Determine what kinds of professional photos you need

In the blanks below, brainstorm what kinds of professional photos you need. Consider whether or not you want to be photographed indoors or outdoors (or both), and what kinds of poses you would like.

2. Find a photographer

Now that you have a list of poses and photo ideas, it is time to find your photographer. Be sure to ask consult with friends, networking groups, local Facebook groups, and Google to help you find the right photographer. Here is a checklist of questions to ask:

- ☐ Can I see your portfolio?
- ☐ May I have a list of references?
- ☐ What are your rates?
- ☐ What cities/towns do you serve?
- ☐ Will I be able to change my outfit?
- ☐ How long does it take for you to return the photos to me?
- ☐ Will the photos be retouched?
- ☐ Can I alter the photos in any way?

3. Create a testimonial-gathering process

If you want great testimonials, make the testimonial process as easy as possible for your client. Clients are usually willing to give a testimonial, but the thought of writing one can be daunting.

Here's the process I created to get testimonials from my clients:

- 1) I send a survey to my client, asking her to share her experiences. These questions specifically ask my client what her business was like before working with me, and what her business is like now that she has worked with me. I also ask for specific results she has gotten as a result of our work together.
- 2) I tell my clients they don't have to answer in complete sentences; just get her thoughts down.
- 3) I find a photo from her website or social media account, so she doesn't have to send one to me.
- 4) Once I have her survey answers, I finesse it into a testimonial and post it on my website (with her photo).
- 5) I email my client back with the web address to her testimonial, asking her if she is okay with it and to send me any corrections.

Now, it's your turn to create your testimonial process:

4. Build your website

Below is a list of recommended pages to include on your website. Use this grid to help you brainstorm your pages and what content you want on them.

Section	Do I want?	Notes
About Me		
Ideal Client Persona		
Contact Me		
Blog		
Services/Products		
Testimonials		
Links to social media sites		
Opt-in and lead magnet		

ABOUT CELESTIAL UNIVERSITY



Celestial University

is a virtual campus exclusively for female entrepreneurs who need marketing, business development, mindset, and spiritual education. It's intended to be the "one-stop" for female entrepreneurs to learn, grow, network, implement, and transform.

Transformation is at the center of what we do.

Specifically, Celestial University will transform you into a confident entrepreneur—one who will unapologetically get louder in the marketplace, help the clients you're meant to serve, and earn the income you deserve.

We do this by teaching you about marketing and growing your business.
It doesn't stop there, though.

We also arm you with personal and spiritual development skills so you have a courageous and confident mindset. With the right skills and mindset, you'll transform and take flight in your business—and life.

Celestial University is not just a place of learning.

It's also a gathering place, marketplace, and spiritual resource.
The virtual campus houses opportunities for you to network with other students, purchase products to help you on your journey, align with your spiritual needs, and take time to implement (because we have to execute, not just learn).

Female entrepreneurs are here to change the world.

Together, we are an unstoppable force—a tsunami of divine feminine energy that will create the changes so needed in our world.

At Celestial University, it's our honor to be part of this movement.

Are you ready to transform and take flight with Celestial University?

If yes, go to **www.CelestialUniversity.com** to learn more.

ABOUT VIRTUAL NETWORKERS



Virtual Networkers, a part of Celestial University, is a sisterhood of heart-centered entrepreneurs dedicated to growing each other's business. And with our unique "go-to expert" networking model, you will enjoy being your chapter's leading expert in your industry.

The advantages of joining Virtual Networkers:

- Get amazing referrals from our group of like-minded female entrepreneurs
- Permission to promote your product/service at the end of each meeting
- Opportunity to be a speaker so we can learn more about your business
- Can visit our other Virtual Networkers chapters
- Access to our Facebook Group for a deeper connection with all members between meetings
- Access free business and personal development education through our guest speakers
- Participate in our quarterly business masterminds and Virtual Coffee Dates —all designed to help you grow your business
- Better success mindset
- Feeling of being part of something amazing
- Save time by not having to drive to and from a networking meeting
- Save money by not paying for expensive meals or putting gas in your car
- And because you're sitting in front of a webcam, wear your pajama bottoms and slippers (a total time-saver, right?)

If you are an advancing female entrepreneur who wants to know more about Virtual Networkers, please visit www.VirtualNetworkers.biz.

ABOUT JILL CELESTE

I believe female entrepreneurs are here to change the world by embracing their Divine Gifts and sharing these Gifts with the people who need them. I see it as my job to teach you how to talk authentically about your Gifts, which will attract your ideal clients to you.

Hand in hand, I believe you need the right success mindset to accomplish your goals. I can teach the best marketing and business growth strategies, but if you're not confident and bold enough to implement them, they won't work for you.

Finally, as a spiritual person, I believe our marketing should reflect our souls. In addition to teaching authentic marketing principles, I also focus on weaving spiritual practices, such as the Law of Attraction, into your marketing. When you're a purpose-driven entrepreneur, this can make all the difference in how you feel about marketing!

Other interesting things about me:

- I am obsessed with flamingos. They are my spirit animals.
- I use butterflies in my marketing in memory of my dad.
- It's my dream to own an animal sanctuary.
- I have a fantastic sense of humor and a hearty, loud laugh.
- I love to read. I have more books than time.
- I believe in the Law of Attraction, Archangel Gabriel, God, The Universe, peace, joy, and love. I am a snowflake and tree hugger.
- I am an entrepreneurial cheerleader. I believe in you, even when you don't.
- I believe we should all be amazingly compensated for our Divine Gifts.
Money is energy!
- I love you. Even though we may not have met, I am beaming love to you right now.
That's how I roll.