

THRIVING AS Fashion Creative

*Turn Your Talent + Passion for Fashion
into a Crazy Profitable Business*

Module 2

Envisioning Your Dream People

W O R K B O O K

fashion
step-by-step

... by Karen Avila.

www.fashionstepbystep.com



[Lesson 1]

Who are they?

The first time I was approached to the term of ideal client I was in college, but I didn't try to apply it until three years after starting my freelance business.

I used to think that ideal client profiles were for product based businesses, and I used to think that the more clients I had, the better. So, at the beginning of my business as a freelancer, I used to land all kinds of clients with all sorts of projects like women's wear, men's wear, kid's wear, sportswear, jewelry, footwear, handbags, SLGs design + illustration.

I truly enjoyed learning + being involved in new projects and processes, so I didn't mind specializing in anything. But as soon as I met a couple of nightmare clients, I realized the importance of specializing in the kind of projects that I loved and that my dream clients were looking for. This became a need for me and my business to not only survive but also thrive.

All clients who pay are not good enough, and you know it deeply in your heart – although you kind cringe with the thought of letting someone go.

But the truth is that you and your offerings are not for everyone.

You're not a one-size-fits-all; if you'd try you'd only be one-size-fits-nobody.

So, stop trying to be everything to everyone, or you'll actually end up being nothing to no one.

Your Dream Clients are People
WHO LOVE + NEED + WANT
THE MOST what you do BEST
and they're eager to PAY you for that

You and your work are special + different. You're an artist, a creative, an innovator, an entrepreneur.

You don't need all the clients in the world; you only need the right clients. Your right clients. Your dream clients.

Clients who you love, and who love you back.

Clients who get excited about what you do, and love + share + buy it without blinking.

Clients who are easy to delight – because they already love you + your work.

Clients who are easy to work with, who respect you + your process + your fees.

Clients + customers who spread the word about you and your business.

So, **this module is all about uncovering your dream clients**, researching who they are and what they want + need, and connecting the gap between you and them so your business becomes irresistible to them.



LET'S START WITH WHAT'S A DREAM CLIENT

So much rather the word dream than ideal, dream gives you a sense that is more than just ideal, almost close to perfect. But also it implies a connection between you and your dream clients like you're meant to know each other + help each other.

Well, you'll find the term dream client all over the web, and you'll find different definitions and exercises to find them.

My favorite definition is a mix of things I've read in dozens of books + courses with things I've experienced myself in the different businesses I've run.

Your dream clients are people:

- You're excited to work with or create for.
- You genuinely care about them.
- They are eager to pay you for your services and products. And they pay you.
- They LOVE absolutely everything you create, your skills + talents + strengths.
- They need + want the most what you do best (what you offer involving your skills + talents + strengths).
- And they get the most impact + delight out of your offerings.

Your dream clients are people you're excited to work with or create for.

Have you had that kind of clients that just make you want to run + hide + forget? Whether because you don't enjoy the project, the payment, or the person herself/himself, but you keep working with them because 'hey, the money!'?

Well, those aren't dream clients at all!

I've had many many many of them, and I've always regretted working with them. The payment never really justified the stress + frustration + overwhelm I had to deal with when working with this kind of clients. I always found myself struggling to finish the project, asking myself 'when will all this be over?', and thinking 'wasn't all this supposed to be fun?'. And of course, it took me more time to complete the projects, and when I finished I was so drained + burnt out that I needed at least two weeks for myself – seriously!

Dreams clients are the opposite of that.

Dream clients are exciting to work with, their projects are inspiring + motivating, and they keep you up late at night thinking about new ideas, and the creativity just flows.

Dream clients are friendly people who understand your work and respect your process.

And they make it easy to work with them; they give you clear and constructive feedback while they share their appreciation for your work.

They click with you and you click with them, and it makes it easy to work together, pinpoint ideas, and create beautiful work.

You genuinely care about them

Doing work only for the money is not as meaningful + fulfilling as doing work for something you believe, something you care about, and something that goes beyond getting paid.

This point is important, **I've found out that the dreamiest of dream clients are those I care about the most.** People whose projects + brands + businesses, I care about and love. And people whose dreams are important to me. The fun thing is they also care about me + my brand + my business.

It's all about mutual and genuine care + love for what we do and what we're sharing with the world.

They are eager to pay you for your services and products. And they pay you.

Dream clients have the budget to hire you or buy from you. They don't give excuses; they don't hide behind the 'I'm a start up so please understand and price accordingly,' no!

Even if they're startups **they understand that you're a human being with dreams + needs + wants as valid as theirs.** And even if they don't have the funds right away, they save up to work with you.

Dream clients are eager to get in their hands your products and experience your services, and they're happy to pay you what you ask for because they know they won't get what you offer anywhere else.

They LOVE absolutely everything you create, your skills + talents + strengths.

Dream clients are your most loyal advocates; they get excited every time you share something new. They LOVE your work and share about you and your products to everyone they know.

They're happy to yell about you + your awesomeness from the rooftops.

They're not only your customers but also are they your fans + brand ambassadors.

They need + want the most what you do best (what you offer involving your skills + talents + strengths).

Besides loving what you do and how you do it, dream clients are the people who need + want the most what you offer. Especially what involves your skills + talents + strengths.

This is the point that ties them all together.

Because dream clients need + want the most what you do best, then they:

- Are willing to do and pay what's required to work with you.
- Respect you, your process, and your prices.
- Love your work and share it.
- Come back for more.
- And get the most impact + delight out of your offerings.

These are your right people; these are the persons you should attract.

And yes, I said attract, because when you are yourself, when you own who are + what makes you unique + your strengths, these people will be attracted to you, your brand, and offerings. You won't have to chase them anymore.

[Lesson 2] Finding your dream people

You've probably heard like a thousand times about creating your ideal client or customer profile. You've probably been advised to know your ideal client from head to toe, all about her demographics + psychology + sociology factors. Heck, you've may even been told to find out what's her hair color and favorite ice-cream.

For me, that's just a HUGE waste of time!

I don't believe in ideal client profiles, for years I struggled big time trying to create a profile as detailed as if I was talking about myself, but my attempts never worked.

Why?

Number one, because I was trying to come up with someone in my head, and then trying to find her in the real world. But actually, it works backwards, with experience and time you'll know who your dream clients are, who the persons you want to keep working with and creating for are.

And number two because my ideal clients can't be canned in a +20-page description, they are different from each other, they come from diverse backgrounds, they live in distinct countries, and their budgets are also different.

For example, I've had dream customers who are moms and other who are teens, who love my fashion illustrations so much that they commissioned me to make custom portraits. I've also had dream clients who are small business owners who wanted

FIND
t h e
person
WHO'S
CLOSEST TO BE
your DREAM CLIENT



me to create fashion illustrations + surface pattern designs for their branding + products.

Another example, from FSbS, is that I have students from all over the world, literally, some of them live in the USA + Latin America + Canada, other students live in Europe, other students are from Australia, and even some are from Africa + Asia.

Their age and education level are different. Some are teens in high school; some are in their mid-twenties trying to change their career, and some are self-taught moms starting their business.

You see, how a profile is not the best way to approach dream clients?

I've been forced by various business coaches, and I've been told one time after another dive deep into your ideal customer profile, get it done before doing anything else, don't even try to sell if you don't have it completed. And I got tired of that. So, the advice and how-to I'm about to share here may not be the typical way to find out about your dream clients. But they're all the steps that have removed the stress + frustration + confusion of creating a customer profile that doesn't even work, and they're the steps that have been working for me for several years now.

Instead of forcing you to create your ideal client's profile, I want to encourage you to find the one person who's closest to be your dream client, and hone in on that over the time and your experience. Because as you and your business grow + evolve your dream client will change too.

So, whether you're just starting out and have never had a customer at all, or if you're a few years in business and you've had clients before, during this lesson I want you to think about the one person that's closest to be your dream client.

Again, I don't want this exercise + research to be super strict and restrictive because I know how easy it is to fall behind thinking that our dream client is not clear. From my own experience, I can tell you that your dream client will get clearer and clearer to you as you move forward in your business, and as you keep showing up as who you are because the strongest magnet of dream clients is you.



THE ONE PERSON WHO'S CLOSEST TO BE YOUR DREAM CLIENT - PHASE 1

People from your past

Your job right now is to get a little clearer on who your dream people are, so you set the foundations, and you get the ball rolling. And from now know that every time you have a new client, you must assess her and your experience with her, so you can determine if it was a dream or a nightmare experience, and tweak your dream client description as needed.

Alright, if you've never had a client before, think of persons giving you praise for your work + skills + talents + strengths. You can also think of previous co-workers. Or the people that you have in mind when you create your work. Maybe they're people you know in person like a friend, persons you have met like a professional acquaintance, people you admire, or persons from social media that you haven't met just yet, but you know your work could be a good fit for them.

If on the other hand, you've had the chance to work with several clients, think of those people that were the most dreamy. Maybe the process of working with them was so smooth and fun that you'd love to work with more people like them. Or maybe their project was super exciting that you want to work on more projects like that. Or maybe you sell products, and the person who purchased was so delighted with your work that you want to see more people as excited + happy for receiving your products like her.

Okay, the first phase of finding your dream clients is answering these questions:

- Of all the people in the world who could buy from you or work with you, who are you most passionate about serving? Who do you relate to, understand, and sympathize with?
- What kind of person will benefit the most from your business + offerings?
- What people have you worked with or sold to in the past that got you so excited?

- If you were to devote the next 3-5 years learning about a particular kind of client, who would you love the most?
- The people (clients/co-workers) who really clicked with you in the past were:

And the next couple of questions is all about your past clients. Who are the people you've worked with in the past that you liked? Who are the persons in the past that you worked with that you didn't like? I want you to list out all the qualities for both categories. Analyzing past clients will help you assess how to attract more of the dreamy ones in the future and less of the not-so-favorite ones from your past.

Remember, if you have never worked with a client before, you can simply think regarding your past co-workers. People you've enjoyed working with, or people who were a pain in the butt, etc. But the goal here is to think through past working relationships (whether colleague or client) and honestly examine what made you feel awesome and what left you feeling blah / blue / or mad.

- Who have you enjoyed working with the most? Who have you got the best results for? Who were you super excited to work with?

Write down the specifics about them and find a pattern. Was it a particular niche, project, or mindset?

List their name and why you loved working with them:

- What client commitments have felt like a drain on your creative energy + life?

Write down the projects or clients that felt unenjoyable + uninspiring for you.

List their name and why you disliked working with them:



THE ONE PERSON WHO'S CLOSEST TO BE YOUR DREAM CLIENT - PHASE 2

What classifies them as dream clients?

Now is time to filter all the persons that you thought + wrote about on the last phase, and see if they qualify as dream clients.

But, first you got to know what a dreamy interaction looks like, so start with the following questions for this phase:

- What is your dream client interaction like?
- What kind of client relationship do you want to build and grow?
- Do you like to keep things professional? Or do you like to know each other and cultivate an authentic connection and friendship with your clients?
- What kind of client interactions do you enjoy the most, face to face meetings, email, phone calls, etc.?
- What things have frustrated you so far that you want to avoid in future client relationships?

Okay, now let's continue with filtering your dream people.

You know they can be past clients, past co-workers, friends, professional acquaintances, or people from social media. The goal is to ask yourself what qualities they possess that would make them qualify as a dream client and why you think your business + talents + strengths would be helpful to them. Remember, the more real people you can add to your dream client wish list, the better because sometimes having faces, names, and interactions with real people can make the dream client vision come alive.

- List their name and what qualifies them as a dream client:



THE ONE PERSON WHO'S CLOSEST TO BE YOUR DREAM CLIENT - PHASE 3

Making them real

Now it's time to make your dream clients more real. **You've researched and found out real people from your past and some from your present, but you have to link them to your offerings and your business.**

Some of the following questions will be easier than others. You could ask some of these questions directly to your prospective dream clients, and sometimes you'll have to deduce them from your interactions with them.

When you ask people or survey them, the most likely is that they'll tell you what you want to hear, or what they think you want to hear. For example, if your friend fits in your dream client vision and you ask her 'what do you think about this new product I want to launch?', the most likely is that she'll tell you how a great idea it is, that she can't wait to see it come to life and all kinds of good stuff.

We're humans, we want to encourage each other, and we want to make feel our friends and family good. So, it's no one's fault.

Then, what you'll need to do is to learn to listen and read between the lines. For example, maybe the same friend who fits into your dream client vision wants to remodel her living room and lift it up with art and prints on the wall, but she's afraid that her selections wouldn't meet her style – then you can jot down on your worksheets and under the pertinent question that your dream client wants her surroundings to be a reflection of herself + her style.

Or maybe a new client seems to be a dream client, and she's concerned about meeting the deadlines on time. Then you can then you can jot down on your worksheets and under the pertinent question that one of your dream client's values is punctuality, and

can make a note to yourself to deliver the work a couple of days earlier than the deadline, so she's delighted with the experience of working with you.

Okay, so let's make your dream clients real with the following questions:

- What are their main pain points or problems?
- What are they often frustrated about?
- What fears and anxieties are they struggling with?
- Who do they most aspire to be like? What are their biggest dreams for the future?
- How do they want to feel about their professional and personal life?
- What are they willing to spend their money on? And what are they not willing to spend their money on?
- What language (keywords) would they specifically use to describe your offerings?
- How would they describe their biggest frustration surrounding your offerings?
- What problems, frustrations, or pain points are they actively trying to find solutions for?
- What have they already tried (that didn't work) to fix these?
- How can you solve their problems, frustrations, or pain points?
- What motivates them?
- What are they working towards and why are they choosing to hire you to help them?
- What's the why behind the goal they're working towards?



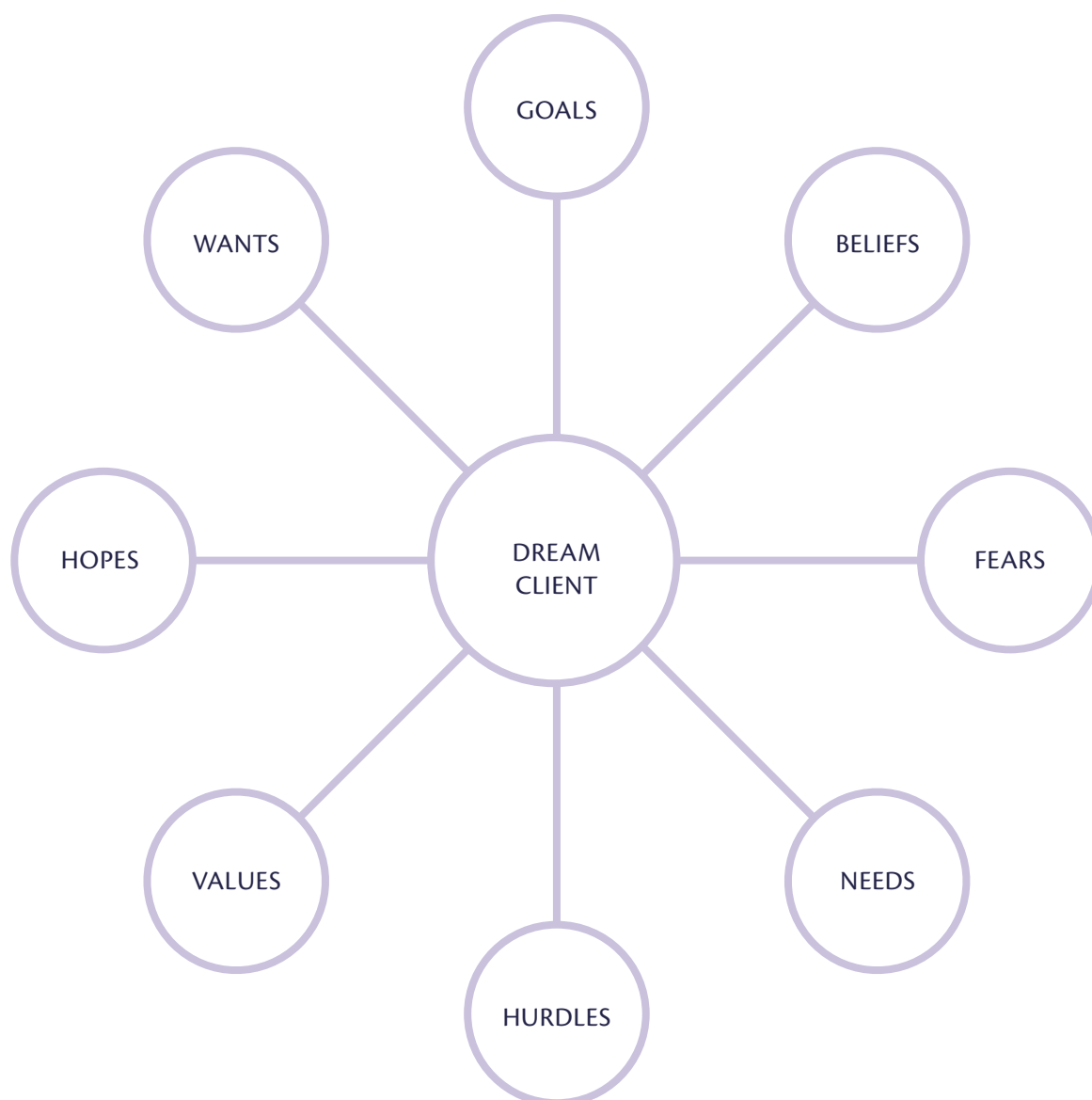
THE ONE PERSON WHO'S CLOSEST TO BE YOUR DREAM CLIENT - PHASE 4

Your dream client skeleton

On the following page, you will find the DREAM CLIENT SKELETON I've created for you to fill out. Again, you can not simply guess here. You have to input real data that you've observed + noticed + asked. Some of these things you will know automatically, some of them will take some digging deep. The goal is not to ask just ONE person; you must take this information from a handful of potential dream clients and then analyze the themes + patterns + spoken or unspoken needs + conscious or subconscious desires, etc.

- What are your dream client's goals?
- What are your dream client's hurdles?
- What are your dream client's beliefs?
- What are your dream client's values?
- What are your dream client's needs?
- What are your dream client's wants?

YOUR DREAM CLIENT SKELETON





THE ONE PERSON WHO'S CLOSEST TO BE YOUR DREAM CLIENT - PHASE 5

Your dream client flesh + body

As you begin this process of truly noticing your dream client, your eyes + ears will become more and more open. Even after studying my dream client for more than five years, I'm still learning new things about them every single day. And when I learn something new, or I notice a new complaint + need + taste + desire I add it to a folder called Dream Client Flesh + Body.

I learned this trick from a postgraduate course I took several years ago on branding; the file was called something like 'dream client swipe file,' and it really changed everything. Because I used to have everything about my dream clients all over the place, and most of the times I forgot what people were telling me via email, or where to find that exact thing that someone expressed about their needs + wants.

The goal is to have a file or a folder that you continue to grow over time. **The content of this file may come from dialogues you have, questions or answers you receive, or just things you observe.** Your aim is to have a case of study that keeps unfolding day by day.

Here all the observations you add should be EXACT phrases you hear, pictures they post, or questions they make. These are things directly from your dream client. As you start to craft your marketing campaigns + content strategies + new offerings you should always be coming back to this file, so you know the exact language your dream clients use, visuals they're inspired by, and questions + doubts they want the answer for, etc.

If you notice that a lot of your dream clients express a desire to feel stylish, then maybe the next product you create would directly relate to that desire. Or if you notice that many of your dream clients are interested in authentic products, then maybe the next service you create might help them build the perfect authentic line of fashion products.

The best places to source for your flesh + body folder are:

- Comments left on your blog.
- Comments left on blogs that attract your dream clients.
- Comments left on Facebook (private groups, status updates, etc.).
- Comments left on Instagram photos.
- Questions sent to you via email, social media, etc.
- Questions you observe them ask via online platforms.
- Complaints or frustrations you see them post online.
- Posts or comments about things that make them happy or excited.
- Photos from their Pinterest boards.
- Photos from their Instagram accounts.

This folder will become quite large, so you may want to create an Evernote file, Desktop folder, or Google Doc that you can keep growing over time.

I have a folder on Google Drive, and I have a different Google Doc for each of the above categories. And now that I started using Trello, I have all the flesh + body of my dream clients in one of my Trello boards as cards, and each card is linked to a Google Doc (for each category).

Your dream clients flesh + body might be small right now, so you can use the worksheets in the workbook, or you can start creating a folder and the corresponding files on your Desktop, on Google Drive, or wherever you prefer.

And start adding those comments + questions + posts + images that come directly from your dream clients.



THEN WHAT?

Complete every phase of this exercise during this week, or during the time you assigned yourself to finish this module.

And then, every time you have a new client go through each phase of this lesson. From assessing your experience: What did you like? What didn't you like? Can this client be considered as a dream client? What could make the experience + client + project more dreamy? To adding more information about your dream client's needs + fears + wants + desires. To making your dream client skeleton richer, and your flesh + body files more comprehensive.

Honing in on your dream clients is how you create a brand and a business that is focused + irresistible + memorable, instead of generic and forgettable. And the clearer you get with who your dream clients are, the easier it'll be for you to create your marketing + content + new offerings.

NOW IT'S YOUR TURN!

1. Go through each phase of finding your dream clients as described in this lesson.
2. Dig deep, take your time, and remember to hone in on your dream client description along the way.
3. Share in the community what aspects of your dream clients you're discovering and all your questions + doubts.

1 | PEOPLE FROM YOUR PAST

Get a little clearer on who your dream people are, so you set the foundations, and you get the ball rolling.

Of all the people in the world who could buy from you or work with you, who are you most passionate about serving?
Who do you relate to, understand, and sympathize with?

What kind of person will benefit the most from your business + offerings?

What people have you worked with or sold to in the past that got you so excited?

1 | PEOPLE FROM YOUR PAST -CONT

If you were to devote the next 3-5 years learning about a particular kind of client, who would you love the most?

The people (clients/co-workers) who really clicked with you in the past were:

1 | PEOPLE FROM YOUR PAST -CONT

Who have you enjoyed working with the most? Who have you got the best results for? Who were you super excited to work with?

Write down the specifics about them and find a pattern. Was it a particular niche, project, or mindset?

List their name and why you loved working with them:

1 | PEOPLE FROM YOUR PAST -CONT

What client commitments have felt like a drain on your creative energy + life?

Write down the projects or clients that felt unenjoyable + uninspiring for you.

List their name and why you disliked working with them:

2 | WHAT CLASSIFIES THEM AS DREAM CLIENTS?

First you got to know what a dreamy interaction looks like, so start with the following questions for this phase.

What is your dream client interaction like?

What kind of client relationship do you want to build and grow?

Do you like to keep things professional? Or do you like to know each other and cultivate an authentic connection and friendship with your clients?

2 | WHAT CLASSIFIES THEM AS DREAM CLIENTS?-CONT

What kind of client interactions do you enjoy the most, face to face meetings, email, phone calls, etc.?

What things have frustrated you so far that you want to avoid in future client relationships?

2 | WHAT CLASSIFIES THEM AS DREAM CLIENTS?

Now is time to filter all the persons that you thought + wrote about on the last phase, and see if they qualify as dream clients.

List their name and what qualifies them as a dream client:

3 | MAKING THEM REAL

Now it's time to make your dream clients more real. You've researched and found out real people from your past and some from your present, but you have to link them to your offerings and your business.

What are their main pain points or problems?

What are they often frustrated about?

What fears and anxieties are they struggling with?

3 | MAKING THEM REAL - CONT

Who do they most aspire to be like? What are their biggest dreams for the future?

How do they want to feel about their professional and personal life?

What are they willing to spend their money on? And what are they not willing to spend their money on?

3 | MAKING THEM REAL - CONT

What language (keywords) would they specifically use to describe your offerings?

How would they describe their biggest frustration surrounding your offerings?

What problems, frustrations, or pain points are they actively trying to find solutions for?

3 | MAKING THEM REAL - CONT

What have they already tried (that didn't work) to fix these?

How can you solve their problems, frustrations, or pain points?

What motivates them?

3 | MAKING THEM REAL - CONT

What are they working towards and why are they choosing to hire you to help them?

What's the why behind the goal they're working towards?

4 | YOUR DREAM CLIENT SKELETON

You have to input real data that you've observed + noticed + asked. The goal is to take this information from a handful of potential dream clients and then analyze the themes + patterns + spoken or unspoken needs + conscious or subconscious desires, etc.

What are your dream client's goals?

What are your dream client's hurdles?

What are your dream client's beliefs?

4 | YOUR DREAM CLIENT SKELETON -CONT

What are your dream client's values?

What are your dream client's needs?

What are your dream client's wants?

5 | YOUR DREAM CLIENT FLESH + BODY

Here all the observations you add should be EXACT phrases you hear, pictures they post, or questions they make. These are things directly from your dream client.

Comments left on your blog + YouTube + social media.

5 | YOUR DREAM CLIENT FLESH + BODY - CONT

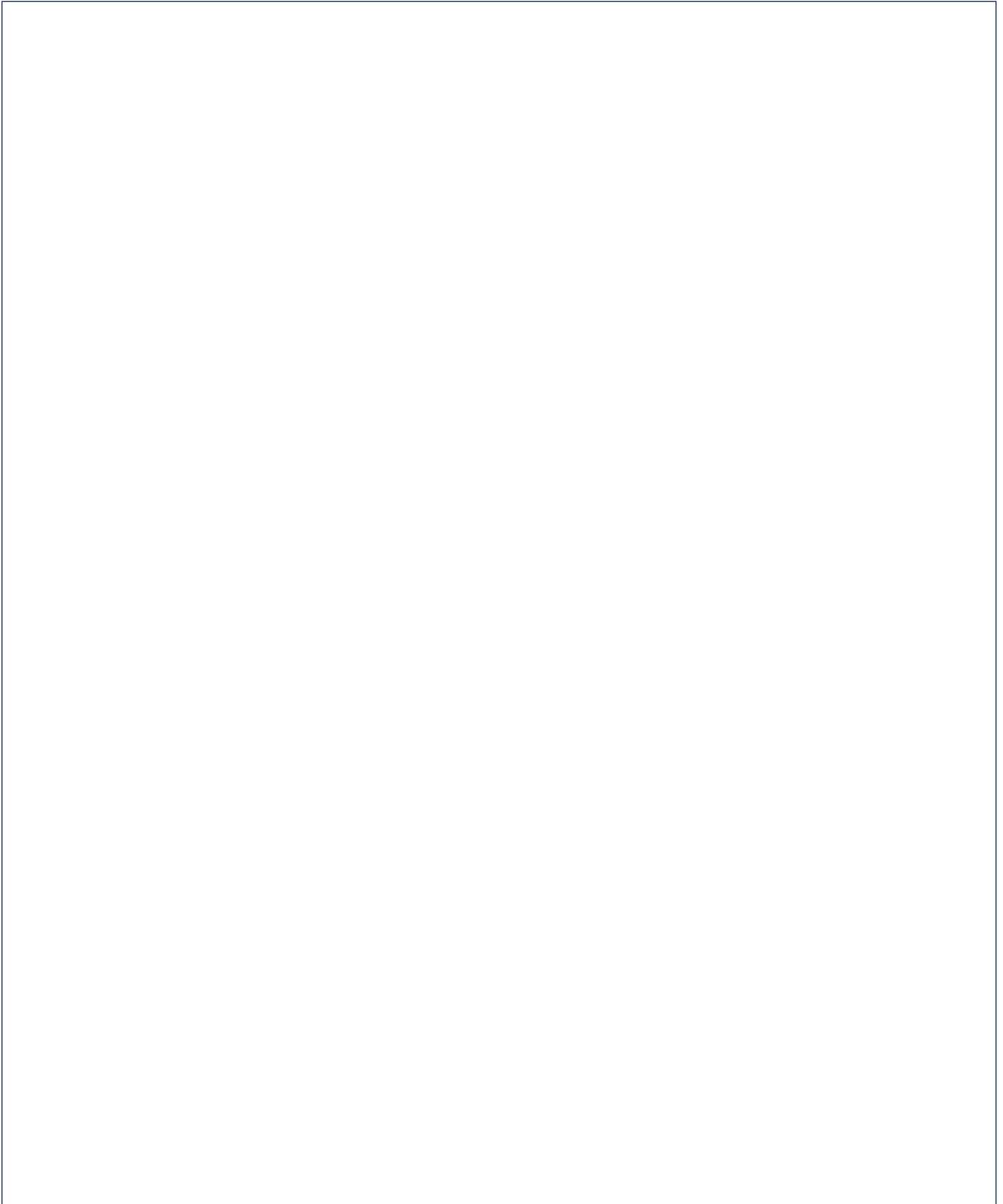
Comments left on blogs that attract your dream clients.

5 | YOUR DREAM CLIENT FLESH + BODY - CONT

Comments left on Facebook (private groups, status updates, etc.).

5 | YOUR DREAM CLIENT FLESH + BODY - CONT

Comments left on Instagram photos.

A large, empty rectangular box with a thin blue border, intended for writing comments on Instagram photos.

5 | YOUR DREAM CLIENT FLESH + BODY - CONT

Questions sent to you via email, social media, etc.

5 | YOUR DREAM CLIENT FLESH + BODY - CONT

Questions you observe them ask via online platforms.

5 | YOUR DREAM CLIENT FLESH + BODY - CONT

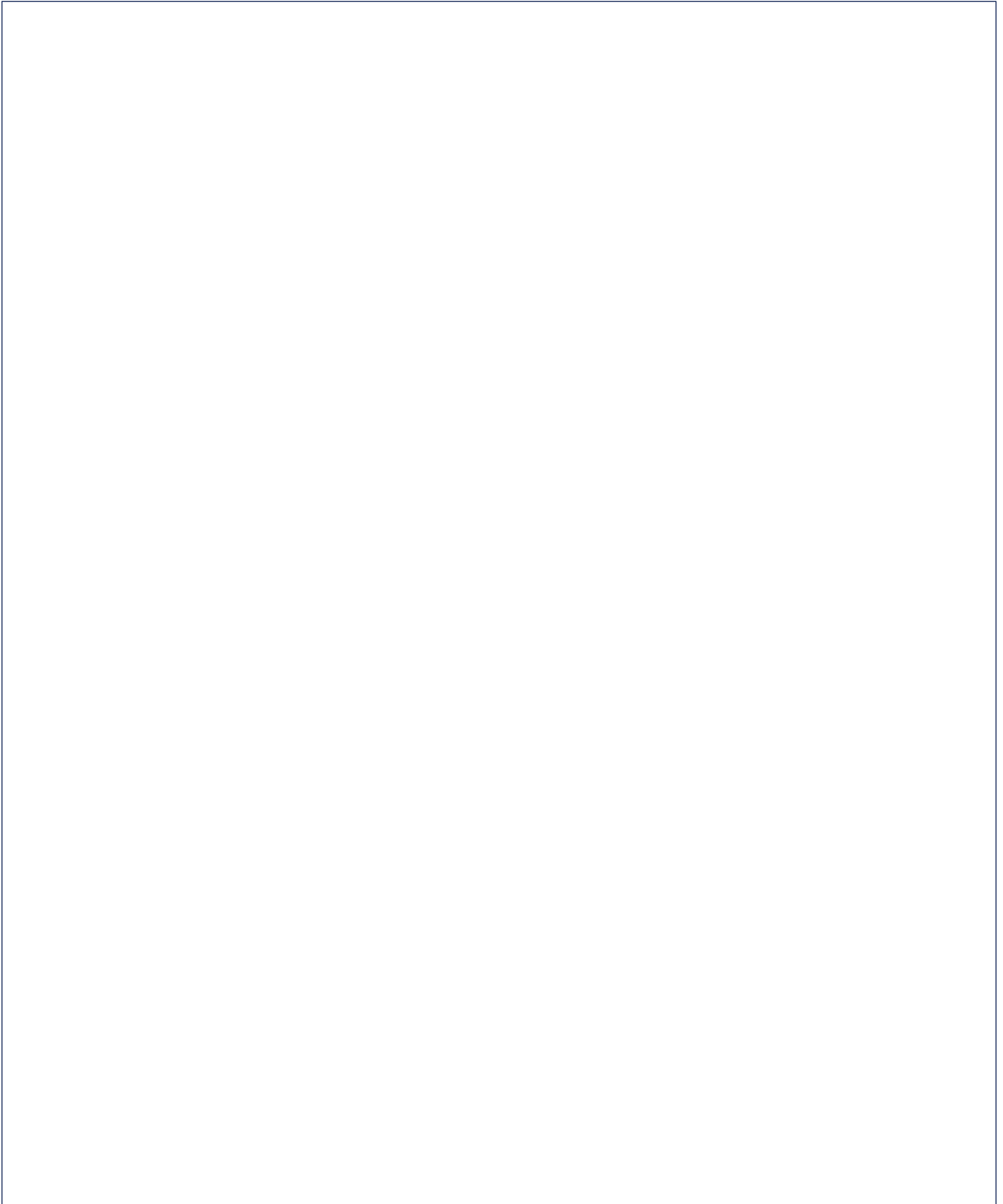
Complaints or frustrations you see them post online.

5 | YOUR DREAM CLIENT FLESH + BODY - CONT

Posts or comments about things that make them happy or excited.

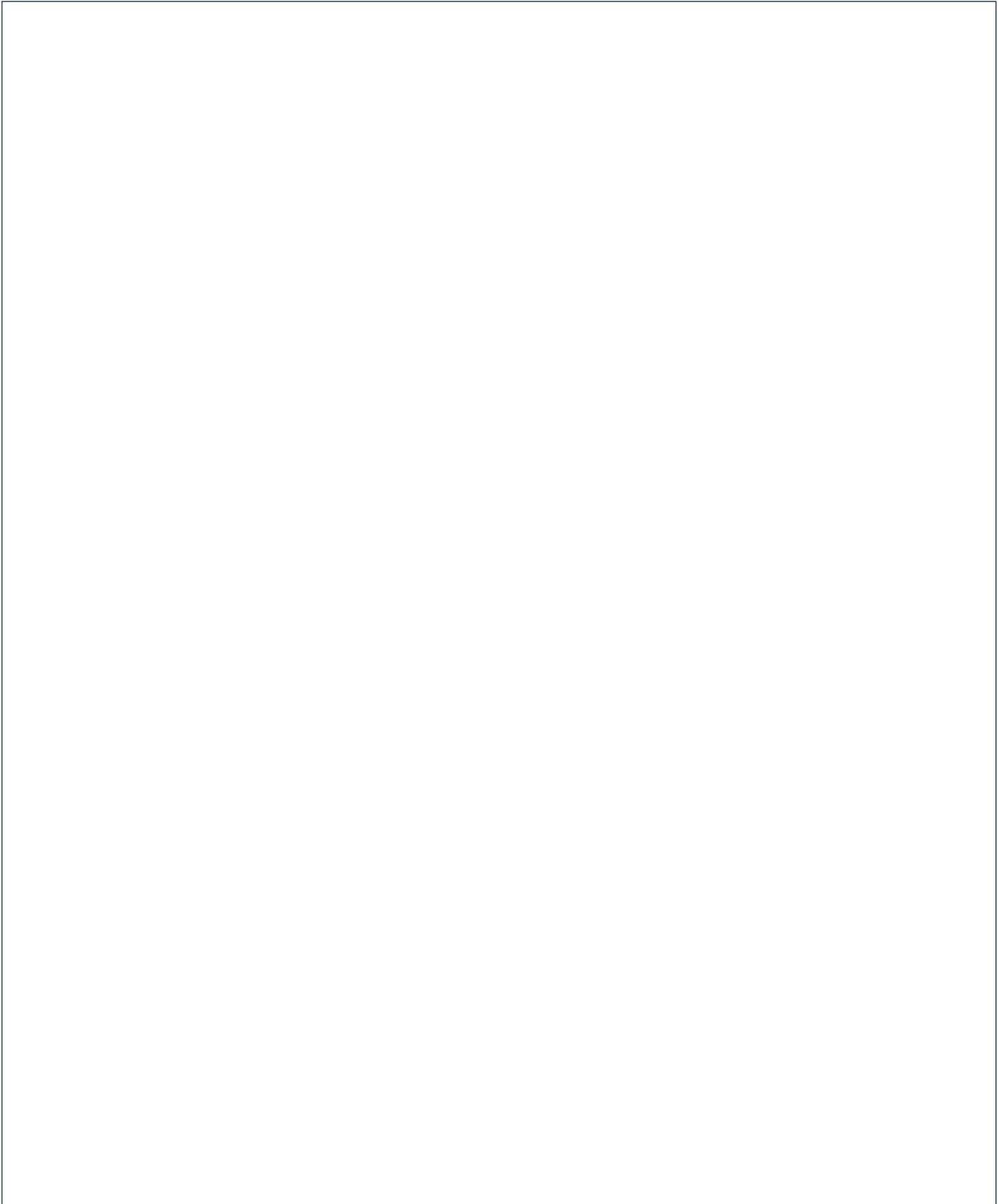
5 | YOUR DREAM CLIENT FLESH + BODY - CONT

Photos from their Pinterest boards.



5 | YOUR DREAM CLIENT FLESH + BODY - CONT

Photos from their Instagram accounts.



[Lesson 3] Connecting the gap between you and them

People want to feel connected, understood, and that they belong.

That's why the most irresistible brands to us are those that in some way we feel connected to us, that fit our personality, that share our values, or that evoke our dearest memories + emotions.

For example, I'm self-made and self-taught in fashion, and that's a connection I have with my dream people in FSbS. So, sharing that fact about me and my story make persons in my audience who are in the same situation find themselves connected to me + my story + my brand. Whenever I ask my new students why did you decide to follow me and become a student, one of their reasons is: 'because you're self-taught like me, and if you could make it as a self-taught in fashion, it makes me believe I can do it too, and that I just need to follow the right steps to make my dream come true'.

My dream people feels connected to me, my brand, and my business because I didn't hide that connection between us. Instead, I bring it out.

Knowing what connects you and your dream clients is crucial because it gives you the power to attract them by highlighting those connections + similarities. Remember I told you that you don't have to chase people? This is the most effective way to attract instead of chase.

Bridge the GAP
BETWEEN YOU AND THEM





CONNECTING THE GAP

Do you remember all the aspects of YOU that you can use to build the flesh + bones of your business that we covered in the last module? These aspects are:

- **Personality.** What personality traits are common between you and your dream clients? What would make you both click right away?
- **Talents, Skills, and Passions.** What are talents + skills + passions in her that you admire, praise, and love?
- **Story.** What pieces of her story are similar to yours? What turning points + what things she had to experience to come to this point of her life that are connected to you?
- **Memories.** What memories or events in her life are similar to yours?
- **Dreams.** What dreams are common between you and your dream clients? What are similar desires + desired feelings between both of you?
- **Values and Beliefs.** What values do you both have in common? What beliefs are connected to both of you?
- **How you Perceive Life, Emotions, and your Industry.** Do you both perceive life + emotion + your industry in the same or in a similar way? How?

It's time to uncover in what ways + aspects your dream clients and you are connected, so you can harness them to attract + delight them, and make them feel understood.

It's important that you go as deep as possible and as usual, but also this is work that you'll have to build up layer by layer (just as all this module). So, remember to come back again

and again, every time you have a new client or a new customer that seems to be a dreamy one.

Okay, now onto your worksheets.

For each category fill up what are the commonalities + similarities + connections between you and your dream clients. And below that, write down how you would like to highlight + enhance those connections.

You can use the connections that you've found between you and your dream clients in your branding + portfolio + shop + work + products + services + marketing + content strategy. Actually, you can use them all around and within your business; you can use them everywhere.

For example, maybe one of your personal + business values is genuineness, and your dream clients value genuine connections + relationships. Then you can use that value of genuineness in several ways:

- You can show up in your blog + videos + social media as a real human being with virtues and flaws – being just who you are.
- You can build up your relationship with your prospective clients showing true + genuine care for them, their projects, and their dreams. Via email, blog, social media, etc.
- Or with your actual clients through the interactions you have day-to-day while they experience your services or buy your products.

So make sure you brainstorm ways to add those connections in the different layers of your business.

You've got work to do babe, so get your hands + heart + mind on it, and see you in the next module!

NOW IT'S YOUR TURN!

1. Go step-by-step through the lesson.
2. Find relatable connections between you and your dream client, and come up with ways to use them within and around your business.
3. Share in the community what connections you find out and all your questions + doubts.

6 | CONNECTING THE GAP

It's time to uncover in what ways + aspects your dream clients and you are connected, so you can harness them to attract + delight them, and make them feel understood. So, bridge the gap between you and them.

Personality. What personality traits are common between you and your dream clients?

What would make you both click right away?

Talents, Skills, and Passions. What are talents + skills + passions in her that you admire, praise, and love?

Story. What pieces of her story are similar to yours? What turning points + what things she had to experience to come to this point of her life that are connected to you?

6 | CONNECTING THE GAP - CONT

Memories. What memories or events in her life are similar to yours?

Dreams. What dreams are common between you and your dream clients? What are similar desires + desired feelings between both of you?

6 | CONNECTING THE GAP - CONT

Values and Beliefs. What values do you both have in common? What beliefs are connected to both of you?

How you Perceive Life, Emotions, and your Industry. Do you both perceive life + emotion + your industry in the same or in a similar way? How?

So, how does your dream client look?

You can let me know via email:

karenavila@fashionstepbystep.com

via the comments + community on the course:

<http://courses.fashionstepbystep.com/thriving>

or via Instagram with the hashtag:

[#ThrivingAsFashionCreative](https://www.instagram.com/explore/tags/ThrivingAsFashionCreative)

R E M E M B E R . . .

Also, keep in touch with me, let me know if you have questions, if I can help you overcome a struggle, or just say hello. My email is:

karenavila@fashionstepbystep.com

Keep learning, keep exploring, and keep creating.



Karen.

Karen Avila | Fashion Creative + Mentor