

# Module 3: Lesson 2

## Your Ideal Guest





# In this training you will learn:

- Why is this important
- Defining your Ideal Guest



# Defining Your Ideal Guest – Why is this important?

- Potential Customers
- Potential Joint Ventures
- Potential Referral Partners
- Speaking Opportunities
- Other Opportunities



# Defining Your Ideal Guest – Who?

- Other Professionals working with YOUR ideal client
- Industry Associations
- Key Influencers
- Your Existing Customers – who can share their successes
- Networks
- Peers



# Defining Your Ideal Guest – Where?

- Social Media
- Industry Associations
- Strategic Introductions
- Speakers at Events
- Networking Events



# Approaching your Ideal Guest

- Have a clear and professional strategy
  - Every interaction speaks your brand and creates an experience
- Set up clear, streamlined systems [these will be given to you in Week 4]
- Example emails
- Guest Profile
- Sound Tips
- Other documents you think will be helpful



# Over to you

- Complete the activities in your Workbook
- Transfer key notes over to the Ideal Guests Blueprint