

THE
Entrepreneurial
CLINICIAN

CHAPTER 4

WORKSHEETS

Who you serve

JO MUIRHEAD

There are three steps you need to follow to create the right, and attractive rapport – both online and offline with the people who you are best able to serve:

- 1. Identify 150 things about the client you love to serve. (Yep, 150!)**
- 2. Speak to their problems.**
- 3. Write their story.**

Step 1: Identify 150 things about the client you love to serve. (Yep, 150!)

You need to identify 10 things under each of the following subheadings (on the next pages)

When you write things down, they may sound a little repetitive and that is fine. As health professionals we need this because we always fall back into clinical speak. Part of the magic of this exercise is getting you to *think* and *feel* like your client, instead of the clinician who will be treating the client.

Make sure you write using the language your ideal client would use when speaking to you.

1 What their age and income is (demographics).

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2 Where they live, what type of living arrangements they have.

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3 What their occupation is.

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4 What is MOST important to them, what they can't live without.

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5 What they like.

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6 What they dislike.

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What they read.

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What they watch.

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9 What social media platforms they use and why.

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10 What their self-talk is like.

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11 What they are feeling before they meet you.

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12 What they are feeling after they have worked with you.

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13 What their life will be like if they don't change.

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14 What their life will be like if they do change.

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15 How they want to make change happen.

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Step 2: Speak to their problems

Once you have done this, then you are ready to identify their biggest problems so you can help solve them. This is about capturing in their own words how they are feeling.

You need to write around six statements under each of these headings.

This is about getting into your clients' shoes, about using the language that they use. This is what will help you to craft messages that really speak to the heart of their problems.

1

Self-talk (eg) I'm so fat. I'm so tired. This isn't going to work for me. Everyone is better than me. What if I can't make this work? My reputation is going to be ruined when people find out...

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Future (eg) I can't go on living like this. What if this only gets worse? Will I really lose my job? What if he/she leaves me? What if I never have kids? I can't do this any longer...

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Dreams (eg) I wish there was a way I could make this all better. I wish someone would just love me. I hope that I am loveable. It would be so nice to not have to work. Can I just marry someone who will look after me...

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Money (eg) Making money is so hard. I can't get out of debt. Why does everyone else seem to have it together? Will I ever be able to buy a house? It's easy for them, they have a partner who earns good money...

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Career or business (eg) I've worked so hard for all these credentials I deserve better. If I can't get this promotion I'm done for. Have I really wasted 20 years of my life with this company? This felt like a good idea at the time, I didn't know it would be this hard. Work is all consuming, I can't do anything but work...

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Health (eg) When I have more time I will go to the gym. Don't tell me I need to exercise, tell me how to find the time. Healthy eating yeah sure, when I'm not so tired. I know I need to prioritise my own health but how when I'm so busy? It's time to look after me. I can't keep looking after everyone else when I have nothing left to give...

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Soul (eg) I have no peace anymore. I'm worn out on the inside. I can't tell you the last time I laughed. I'm scared of the darkness that is around me.'

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Relationships (eg) I love my friends and my family but I don't seem to be able to keep up with everything. I wish someone would just support me. My partner doesn't understand. My partner just nags me, I don't want to go home. I'm scared that this will tip my partner over the edge and they will leave.'

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Step 3: Write their story

Your ideal client story doesn't have a word count, it is as long as you need it to be. Remember, the purpose is NOT to publish this anywhere, but to ensure that you can think and feel your prospective client's thoughts and feelings. If that takes you 10 pages, then that is what it takes. (The first story I wrote was 10 pages long. Now that I've learned to let go of clinician speak I've got them down to about five pages.)

*When done properly with the right intention,
this simple exercise in understanding your
ideal client is powerful.*

My ideal client story

My ideal client story

My ideal client story

My ideal client story

My ideal client story