

ENTREPRENEUR SOUL STRATEGY
Soul Niche Secret Formula (first client)

IDEAL CLIENT	
PROBLEM THEY HAVE NOW	
SOLUTION THEY WANT INSTEAD	
WHAT DO THEY NEED TO LEARN, KNOW, DO?	
WHAT IS THEIR ULTIMATE OUTCOME?	
WHAT IS THEIR “WHY”?	

ENTREPRENEUR SOUL STRATEGY
Soul Niche Secret Formula (second client)

IDEAL CLIENT	
PROBLEM THEY HAVE NOW	
SOLUTION THEY WANT INSTEAD	
WHAT DO THEY NEED TO LEARN, KNOW, DO?	
WHAT IS THEIR ULTIMATE OUTCOME?	
WHAT IS THEIR “WHY”?	

ENTREPRENEUR SOUL STRATEGY
Soul Niche Secret Formula (third client)

IDEAL CLIENT	
PROBLEM THEY HAVE NOW	
SOLUTION THEY WANT INSTEAD	
WHAT DO THEY NEED TO LEARN, KNOW, DO?	
WHAT IS THEIR ULTIMATE OUTCOME?	
WHAT IS THEIR “WHY”?	

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