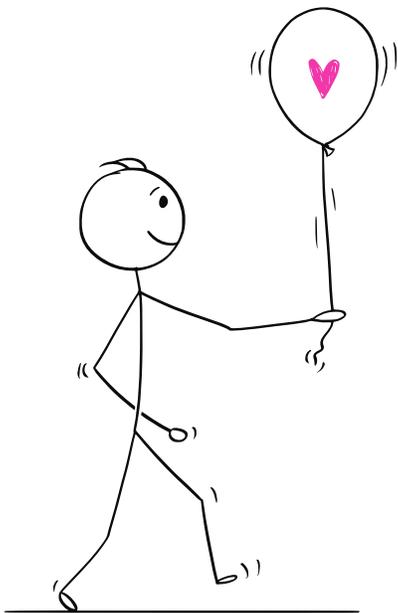


**PERFECT PRACTICE
MEMBER DISCOVERY™**

PART 2

Today

Perfect Practice Member Bio
Perfect Practice Member Service Jar
Perfect Practice Member 100
Perfect Practice Member Vision
Now That You Know
Perfect Practice Member Statement
Policy Plan for Perfect Practice Member



Today.

PERFECT PRACTICE MEMBER BIO

Complete this page as your Perfect Practice Member, TODAY.

My name is _____

I am _____ years old.

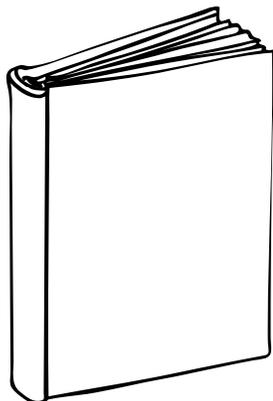
I am from _____

I am excited about _____

My top 3 goals are:

During my free time, I like to:

My Favorite Book is:



My Favorite Foods are:

Today.

PERFECT PRACTICE MEMBER SERVICE JAR

In the jar below, write down everywhere your Perfect Practice Member seeks care, products, classes, services, etc.



Today.

PERFECT PRACTICE MEMBER 100

100 ideas/questions to consider about your Perfect Practice Member

- Where she shops
- Whom she shops for
- What she shops for
- What doctors she sees
- What practitioners she sees
- What bodyworkers she sees
- Why she sees them
- What she wants
- What she needs
- What she longs for
- What she dreams about
- Her favorite colors
- Her favorite sounds
- Her favorite movie
- Her favorite BINGE-WORTHY show
- What she is reading
- What books are on her shelf
- What she wants to read
- What she dislikes
- What she can't stand
- Whom she admires
- Why she admires them
- Whom she resents
- Why she resents them
- Her biggest problem
- How you can help her solve it
- Her biggest dream
- How you can help her realize it
- What magazines she reads
- Where she gets them
- Where she finds out about local events
- What local events she is interested in
- What she does for fun
- What she dreads to do
- What she gets stuck on
- What empowers her
- What groups she is a member of on Social Media
- What community groups she is a member of
- What podcasts she listens to
- Her education
- Her favorite technology gadgets
- What kind of phone she uses
- Does she use Siri or Alexa
- What does she ask them
- What does she ask the people in her life the most
- What is she afraid to ask
- What did she want to be when she was growing up
- Whom does she envy
- Why does she envy them
- What are her super-hero powers
- Where she lives
- Who she lives with
- Her habits at home
- The habits she wants to implement
- Who her best friend is
- Who her family is
- What she wants for her family
- What makes her strong
- What weakens her
- Her favorite place to travel
- Where she vacations
- Where she wants to vacation
- Her bucket-list components
- What kind of car she drives
- What kind of car she wants to drive
- What is sitting on her nightstand
- What was sitting on her nightstand three years ago
- Her first thought in the morning
- Words she uses
- Words she can't stand
- Five attributes of her best friend
- What hurts her most
- What makes her feel loved
- What she is scared of
- What she does with fear
- Where she can find you
- Her communication expressions (talking with hands)
- What she eats
- What kind of diet she follows
- What kind of exercise she does
- Her health concerns
- Her health goals
- Her favorite flavors
- Her favorite foods
- What she has on her desk
- What she has in her bathroom
- Her self-care products
- Her relationship with money
- Her intimacy issues
- Her intimacy hopes
- What were her sports growing up
- What were her hobbies growing up
- Who did she look up to
- Who does she look up to now
- Why does she look up to them
- Where does she connect with them
- Where does she go to learn
- What is her profession
- Where does she go to continue her education
- What are her core values

*apply pronoun(s) that best suit your Perfect Practice Member.

MY PERFECT PRACTICE MEMBER

Grab some magazines, cut out pictures and words that best represent your Perfect Practice Member. Paste them here to create a visual reminder.

NOW THAT YOU KNOW

You should have a very clear picture of your Perfect Practice Member. Take it one step further to create the building blocks to prepare for reaching them – write in changes, updates, additions, etc. that need to happen to best cater to your Perfect Practice Member.

PRACTICE POLICIES

PAPERWORK

**NEW CLIENT
PROCESS**

OFFICE SPACE

SERVICES OFFERED

BRAND CONTENT

COMMUNITY PARTNERS

PRACTICE STATEMENT

MARKETING ACTIONS

PERFECT PRACTICE MEMBER STATEMENT

Now that you know the details of your Perfect Practice Member, write out a statement about them. Perfect it, then commit it to memory.

1 The most important qualities of your Perfect Practice Member from 100 List:

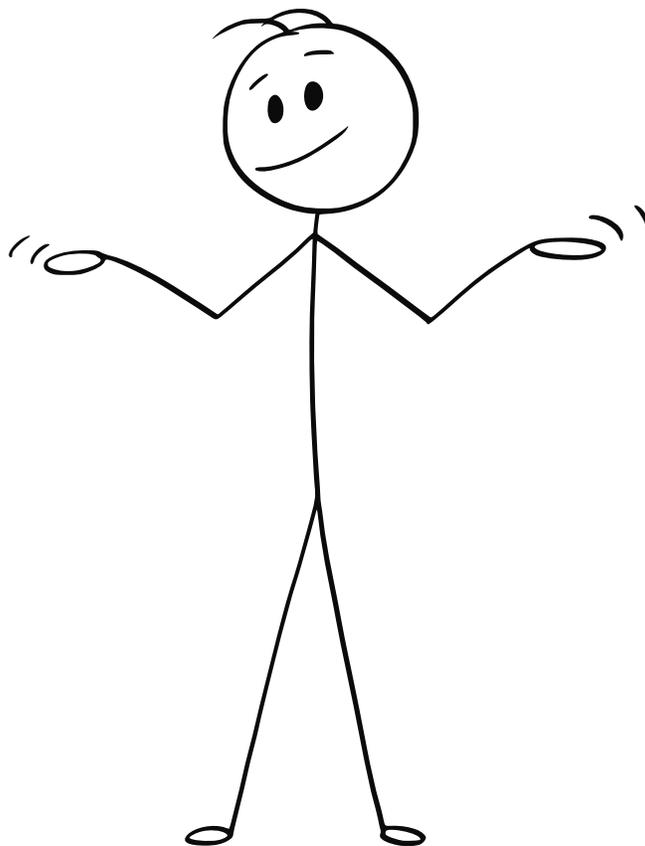
_____	_____
_____	_____
_____	_____
_____	_____

2 A clear, concise statement describing your Perfect Practice Member:

Policy Plan

What policies do you need to create or update to best support you, and your Perfect Practice Members' experience in your practice?

*Example:
Being on time*



Policy Plan

What steps do you need to take to implement each policy? What needs to be included or considered?

Example:
Being on time

Create a text template to send if running late. Figure out what my rule is about running late. Put my policy in my new client video that I learned in Staffless Practice Academy.

Policy Plan

What steps do you need to take to implement each policy? What needs to be included or considered?
