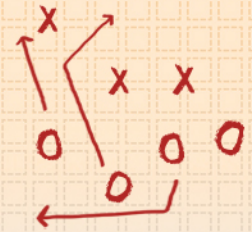




Kim DeYoung's



THE WOMEN'S LAUNCH PLAYBOOK



Ideal Client



Who's your ideal client?

Who do you love to serve?



What are their biggest challenges,
problems and issues?

What problems would they pay to
have you solve?



What information can you
offer them **TODAY** to
solve their problems?

What value can you provide them?

