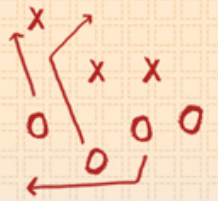




Kim DeYoung's



THE WOMEN'S LAUNCH PLAYBOOK



Think It



1. Who's your Ideal Client? Who do you love to serve?

Describe that person in great detail. Visualize who they are. (Remember...you're the CEO of YOUR own company, so...Take charge of who you allow into your life.)

2. What are their biggest challenges, problems and issues?
What problems would they pay to have you solve?

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

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