

*The Aligned Female Entrepreneur with Krissy Leonard*

# WEEK 3 WORKBOOK

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THE *aligned*  
FEMALE  
ENTREPRENEUR

12-Weeks to Creating a  
Profitable Soul-Centered  
Business

# WEEK 3 CORE TEACHINGS

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- There are THREE Steps to Creating Clients and Products That do the Marketing For You:
  - Creating a DESIRE MAP for your Ideal Client
  - Developing a SIGNATURE SYSTEM
  - Creating COPY THAT CONVERTS
- **DESIRE MAP:** This map is like GOLD for your business. It will allow you to understand your customer so deeply you can write copy that speaks to exactly what they want. It includes:
  - Hopes & Dreams
  - Pains & Fears
  - Barriers & Uncertainties
- **SIGNATURE SYSTEM:** this is the “bridge” that walks your Ideal Client from where they are now (pain points) to where they want to be (vision). In other words it is HOW you work with your customer to get their problem solved (the steps).
- **CREATING COPY THAT CONVERTS:** means being able to use language that connects deeply to your ideal client, establishes rapport, leads them from problem to solution, and inspires them to take action.
- The SOUL-CENTERED SALES FORMULA:
  - Where they are now (what’s holding them back)
  - Where they want to be (their vision and goals)
  - Bridge
  - Call to Action

# 3 STEPS TO CREATING CLIENTS & PRODUCTS THAT DO THE MARKETING FOR YOU

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## **STEP 1: CREATE YOUR IDEAL CLIENT DESIRE MAP**

*This map is like GOLD for your business. It will allow you to understand your customer so deeply you can write copy that speaks to exactly what they want.*

*Remember: your business is build through helping solve the issue that is most affecting your target client. It's about showing them how you can help them get what they want.*

*Once you understand their deepest pain points and desires, you can weave these into your copy and sales conversations to turn prospects paying customers, and eventually into raving fans who feel like you "get them" and who can't wait to send referrals your way.*

### PREPARING TO CREATE YOUR IDEAL CLIENT DESIRE MAP

Start by visualizing your ideal customer. Pretend you're them. Really get into their heart and mind: What are they thinking? What are they feeling? What's keeping them up at night?

Then, write down at least five items for each of the three sections of your Customer Desire Map (fifteen items total):

1. Hopes & Dreams
2. Pains & Fears
3. Barriers & Uncertainties

*PRO TIP: Write these in the first person from your customer's perspective. This will help you get into the shoes of your customer and out of your own mind and desires. This is KEY. Remember, your business is how you help solve your customers problem, this is NOT ABOUT YOU.*

NO: "My clients want to learn how to play the guitar and I give them a step-by-step plan so they can love to play music!"

YES: "I always thought it would be amazing to pull out a guitar at a party and have the confidence to sing in front of a room. I just have no musical ability...but man that would be pretty cool."

*PRO TIP: Read each of your items out loud. Does it sound like something your customers would actually say? If not, scratch it.*

NO: "I want to make more money, but I need to first have an aligned marketing system, eliminate my fear consciousness around money and gain the adequate confidence to pursue my dreams."

YES: "I'm so sick of working this soul-sucking job. There has to be more to life than the 9-5. I want to do work that makes a difference, I just don't know where to start, or how it will pay the bills."

Look for emotional intensity.

NO: "I want to lose 10 pounds"

YES: "I hate going into the dressing room, trying on jeans has left me in tears more than once. I don't need to be a supermodel, I just want to know that my life was about more than trying to lose this damn weight. Sometimes I wonder if I will EVER feel good in my body again."

Customer insight is critical. Don't skip this step. If you're struggling, it may be a sign that you need to get to know your customers a little better.

Your Customer Desire Map is just the starting point. Keep it on hand and continue to build it out as you develop your business. Any time you learn something new about your target market, add it to the Desire Map. Treat every new customer insight like solid gold.

# CREATING YOUR CUSTOMER DESIRE MAP

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Take a look at the examples below for a weight loss client...then use your own customer insights to create your own desire map.

## HOPES AND DREAMS

- I would love to walk into a dressing room knowing I'm going to look great in everything I try on.
- I want to be able to be at a party feel present talking with people, not constantly eyeing the buffet table or worrying if people are judging how much I eat.
- I want food to just not be an issue in my life. I want to eat to live not just live to eat anymore. I feel like there has to be more to life than just constantly thinking about my next meal.
- I want to feel confident in my body and not feel like it's holding me back from advancing my career, or dressing in a way that really shows my personality, or having the confidence to strike up a conversation with a guy and not feel self conscious that he'll think be judging my body the whole time.

## PAINS AND FEARS

- I told my girlfriends I wasn't feeling well so I didn't have to go out with them Friday night. Truth is, I felt so fat and disgusting in everything I tried on that I just didn't even want people to see me.
- I feel disgusted with myself every time I pass by the bathroom mirror. I think if I can't bear to look at me how would anyone else find me attractive or want to be with me?

- I am so sick of trying diets and workout programs only to have them gather dust or feel like I can't keep up after week 2.
- I have lost weight before but every single time I gain it back - plus some! I don't think I have the energy to saddle up and do it again, and truthfully I don't think I can stand feeling crushed and like a total failure for not being able to follow through - again.
- I worry I'm going to be on my deathbed and people are going to look back at my life as just a girl always trying to lose weight. I HATE being that girl.

### BARRIERS AND UNCERTAINTIES

- It just seems like every weight loss program out there is a scam, or meant for girls with already perfect bodies that have will power out the wazoo. I want to learn how to do this on my own, not by signing up for some scammy supplement program that just doesn't FEEL right.
- Feel like weight loss programs make me feel like cattle, preying on insecurities, I don't want to be a slave to a diet plan photographing myself in my underwear and taking measurements my whole life. I want it to feel natural, intuitive, like I actually know what to do to see results not just follow some arbitrary list of rules.
- Of course I want to lose weight and eat better but there is so much information out there I just don't know where to begin.
- I'd love to be hot and rock a fitted dress or pair of jeans, but I don't have time to be at the gym 2 hours a day and I love food WAY too much to live off of carrot sticks and chicken breast forever.

NOW IT'S YOUR TURN. FILL OUT THE BELOW FOR YOUR IDEAL CLIENT

HOPES AND DREAMS:

PAINS AND FEARS:

BARRIERS AND UNCERTAINTIES

# CREATING YOUR SIGNATURE SYSTEM

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Your Signature System takes your client from point A (where they are now) to point B (where they want to be). The job of your product or service is to bridge the gap between point A and point B. Your Signature System lays out the steps needed to do so.

Imagine your client where they are now, and imagine where they want to be, but in between is a big gap. Your offering is literally a bridge to the other side. Each step of the system is a plank on the bridge, the steps in the right order.

Step 1: \_\_\_\_\_

1-2 sentence description:

Step 2: \_\_\_\_\_

1-2 sentence description:

Step 3: \_\_\_\_\_

1-2 sentence description:

Step 4: \_\_\_\_\_

1-2 sentence description:



Step 5: \_\_\_\_\_

1-2 sentece description:

Step 6: \_\_\_\_\_

1-2 sentece description:

Step 7: \_\_\_\_\_

1-2 sentece description:

Step 8: \_\_\_\_\_

1-2 sentece description:

Step 9: \_\_\_\_\_

1-2 sentece description:

Step 10: \_\_\_\_\_

1-2 sentece description:

# HOW TO CREATE COPY THAT CONVERTS

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Learning to write copy that connects and converts your people to paying clients is one of the MOST VALUABLE tools you can study and master as an entrepreneur.

Remember it all starts with getting into the hearts and minds of your ideal client.

That's how it all goes from sales-y and gimmicky to heart felt and a true connection with the people you are meant to serve.

NO: Lose 15 pounds using my weight loss system! Lose the weight and keep it off!

YES: Hey (NAME) - can we get real for a sec? Do you ever lie in bed at night dreaming how how amazing it would feel to look good in everything you tried on, to be able to go on a hike or to the beach without feeling like the "heavy" girl in your group of friends, or how mind-blowing it would be if food was just "not an issue for you anymore"? Look, I get it. I used to want the same thing. Then I learned that there are actually 3 simple steps, when done in the right order, makes it totally possible to lose the weight without feeling like you're depriving yourself, slaving away at the gym, or feeling like another girl on a diet. Would you be interested in learning more about the 3 simple steps I used to lose 50 pounds and reclaim my life? If so hit reply, I would LOVE to share this you. With love, Krissy

**PRO TIP:** The key is to use your CUSTOMER DESIRE MAP to weave words that really connect and sound like the EXACT words your clients would use. (This is the SECRET SAUCE!!)

You will use your desire map and practice with creating copy that converts to write your About Page, Work With Me Page, and Blog Posts for your site.

**PRO TIP:** think about the words that your ideal customer would want to use or that describe your product so well it creates a SENSORY OR FELT experience or PAINTS A PICTURE.

NO: "We sell bagels, come inside and try one!"

YES: "Bagels baked fresh daily. Want yours with warm melted butter? Oooey gooey almond butter? Avocado and crisp local radishes? Come in and try one hot out of the oven - c'mon you know you want to."

**PRO TIP:** Think about what your client wants to FEEL - ex do they need to laugh? Feel like they can trust you? Feel like you are relatable? Feel that you are an expert?

NO: "try our vegan recipes!"

YES: "Veganism isn't just for radical hippies anymore. It's totally possible to eat more plant-based and get all the perks without the deprivation - like clear skin, more energy, and overall better health - and it can actually be delicious! Click here to get a few simple recipes to get you started..."

## **THE TWO MAGIC WORDS THAT INSTANTLY CREATE MASSIVE VALUE**

The two words are "so that..." If your copy feels "blah" or isn't converting try adding a so that to the end of the sentence and dig deeper into the benefit for your client.

NO: "learn how to create an online course!"

YES: "learn how to create an online course **so that** you can bring your message and gifts to more people, scale your soul-centered business, and leverage the power of automation to create a multiple six-figure income in the next 12 months."

# YOUR SOUL-CENTERED SALES FORMULA

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Your Soul-Centered Sales Formula is a formula you can use over and over again, whether it is on your website, sales pages, social media posts or in-person conversations.

It is a highly effective, proven, and easy-to-implement formula that allows you to connect deeply with your clients and audience, communicate the value of your offerings and invite them to step into working with you, or to the next step in your product pyramid.

## SOUL-CENTERED SALES FORMULA:

1. Where they want to be (vision/hopes and dreams)
2. Where they are now (pains/fears)
3. Bridge (often this is your signature system, overcomes barriers and uncertainties)
4. Call to Action (invite them into your work)

## **PUTTING IT ALL TOGETHER:**

**1. List where they want to be (vision/hopes/dreams): where your client envisions themselves to be, their best case scenario they are working towards, what they will have once they get to the "other side" - physical/tangible and feelings.**

ex. I want to be able to eat amazing food but not have to worry about calories, want to feel alive and energized, feel creative and inspired by her work, feel relaxed and at ease, more present with the people she loves etc)

List your client's vision, hopes and dreams below:

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**2. List where your client is now (pains and fears).** This part articulates where your client or customer is experiencing pain or suffering, a lack of alignment, or what's not working. Physical/tangible and feelings.

ex. feeling pain in their body, inflammation, eating sugar all the time, they hate their branding and website, they aren't making the income they want, she wants food to no longer be an issue, feeling stuck, wanting to leave the 9-5 etc

List your client pains, fears, and frustrations below:

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**3. Bridge (often this is your signature system, overcomes barriers and uncertainties).** The bridge guides your customer in understanding how you will walk them through the process of solving their problem. Point A to point B. It shows the process and value of each step.

ex. from consultation page for biz coaching:

As a result of our free session you will come away with:

- a new sense of clarity around your vision and goals for your business for the next 6 months AND what's been holding you back in the past so that you can move forward faster.
- a step-by-step action plan so that you know where to focus, which business idea will be the most profitable, and how to make your first \$5k.
- discover the 3 big mistakes most entrepreneurs make that costs them tons of time, money, and energy...and how to avoid making these mistakes yourself.
- the foolproof way to structure your day and week so that you can get more done in less time and move from overwhelm to ease
- discover my simple process for automating your systems and creating recurring revenue so you scale your business to six-figures without having to work more hours or completely stress yourself out trying to make it happen.

Write out your bridge below:

**4. Call to Action.** This is where you make a direct invitation to your prospect to take the next step with you - whether it is signing up for a workshop, a program, or even a free consultation with you. These are most powerful when they are short, to the point and encourage your prospect to step into the next level of working with you.

ex. If you are ready to be your own boss, create your own schedule, and learn how to make a great living doing work you love, then sign up here for a free 45-minute strategy session. On this call you will gain tremendous clarity and get inspired to take the next steps, while also learning more about what you want for yourself, for your business and how to make it all happen in the next few months. [Click here to book your session!](#)

Write out your Call to Action Below:

# WEEK 3 HOMEWORK:

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1. Fill out this week's workbook including your IC Desire Map, Signature System and practice putting together a Soul-Centered Formula
2. Draft your About Page for you website (or tweak your current one using the template provided)
3. Draft your Work With Me Page for you website (or tweak your current one using the template provided)
4. If you don't already have a website: watch bonus videos on setting up your website using Wordpress or SquareSpace
5. Next week is implementation week! (NO GROUP CALL)