



Your **Clients'** Shoes – The Shoes that Matter!

1-Page Tool

Ideal Clients' View of My Business

| | Target Client Group #1 | Target Client Group #2 | Target Client Group #3 |
|----------------------------------------------------------------------------------------|------------------------|------------------------|------------------------|
| Description of Ideal Client [based on your analysis] | | | |
| Value Proposition [perceived by that Ideal Client] | | | |
| 1st draft of your Differential Advantage [perceived by that Ideal Client] | | | |