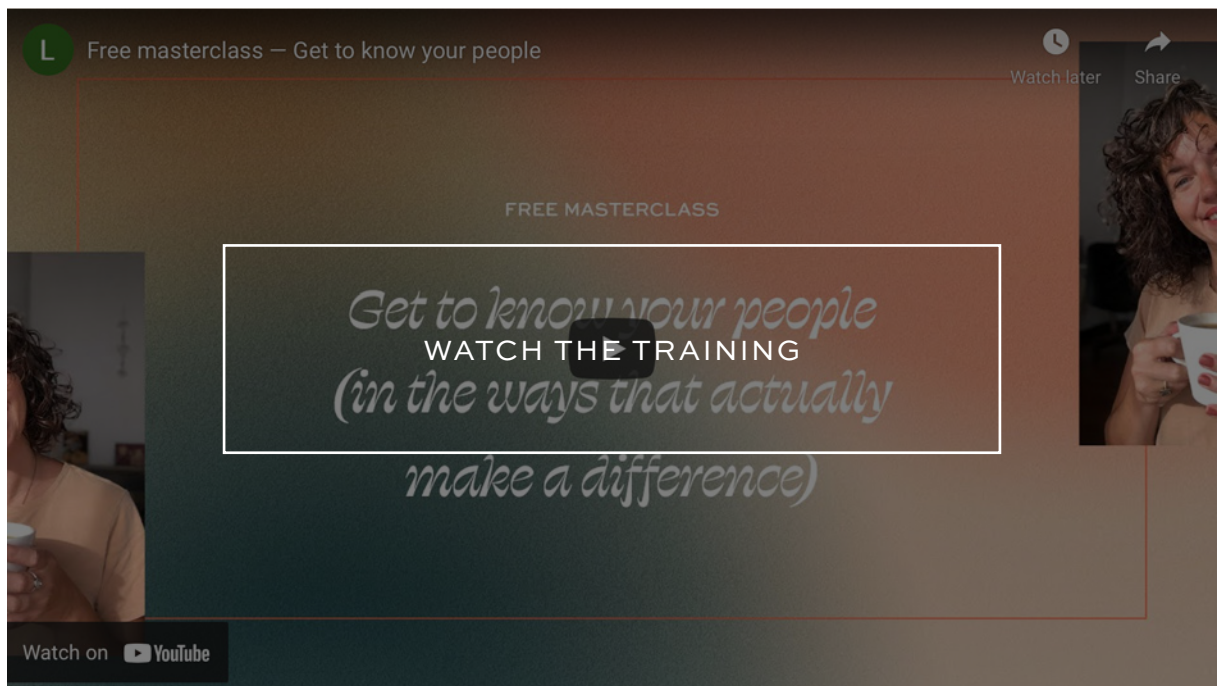


FREE MASTERCLASS WORKSHEET

# *Get to know your people*

*(in the ways that actually make a difference)  
so you can get more fab clients*





## *The benefits of knowing our people well*

FILL IN THE BLANK - IT'S GOOD FOR YOUR BRAIN!

When we shift our perspective from clients or customers being a means to an end (dollar signs or a stepping stone in meeting our financial goals), to being full, whole, complex humans, we

We can get so much clarity around the

and how it's tied to those values, excitements or experiences

Focus less on what you do, and more on

By understanding our people really well, we're able to

And with intention, that creates community and sales or hires which allows our businesses to grow and become successful and allows us to reach our financial and also non-financial goals.

## *What do their self-care and self-love practices look like?*

Or how do they practice taking care of their mental, emotional and physical wellbeing?

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15

## *Develop that understanding*

What could be important aspects of those activities? What common denominators or threads do you find that speak to values, beliefs, or dreams being held by that person - the emotional and functional benefits they are looking to gain.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15

## *Bonus*

This is just a start in understanding your people intimately and won't result in an exhaustive profile. But it's a really good start!

From here, you can flesh out your understanding of them to create a full profile or story that could include

- 1 What you do and why they are looking for it, need it or want it
- 2 What their interests are
- 3 What they are afraid of and makes them feel overwhelmed
- 4 What they are excited by and what brings them joy
- 5 What kinds of relationships they enjoy
- 6 What their strengths are
- 7 What their content diet look like
- 8 What they love making time for and spending time on
- 9 What problems they are facing in their lives/businesses and how your business solves that need
- 10 What their goals look like
- 11 What's holding them back from buying from you
- 12 How their lives are different once they do

Disclaimer: This doesn't mean you are supposed to meet all their desires, share all their values, or want the same experiences. And it also doesn't mean that your business in some way has to meet everything from that list. Developing this intimacy isn't about ensuring you're able to be a one-stop-shop that meets all of their needs. It's about understanding how rich and complex your people are, and curating amazing brand experiences that create lasting connections while building community.

*I hope this helps you feel more confident in not only knowing who your people are but also connecting with them.*

If you're working through this and want to share it on your Instagram stories or grid, I'd love for you to tag me [@lorin.galloway](#) so I can cheer you on! And if you don't already, you can join me on Instagram where I share brand strategy and messaging advice for small business owners.

## *Hello! Hi!*

I'm the author, Lorin Galloway.

I work with small business owners who want more rad clients, growth, and clarity and less rules, formulas and lost-in-the-crowd brand stories.

I talk about intimacy a lot, as a means to build up a deep understanding of your business and your people so that you have a plan, all the confidence and the right words to grow your business into what you dream to be.

I develop those brand strategies through 1:1 and group programmes and also have on-demand workshops for my diy business owners (I got you, boo).

