

# 7 Steps to Attract (*and Convert*) Dream Customers with Your Own Irresistible Brand

*With Scott + Elise Grice*

Use this “fill-in-the-blank” sheet during our webinar!

## **The 7 Steps:**

#1:

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#2:

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#3:

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#4:

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#5:

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#6:

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#7:

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## FOCUSING ON WHAT YOU LOVE AND DO BEST

**Start here with:**

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Notes:

## PINPOINTING EXACTLY WHO YOU CAN HELP

**You should be able to**

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**1. Start with who you**

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**2. Tune into** \_\_\_\_\_ **are already talking about.**

**3. Loop these people into**

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**4. Ask them**

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## CONNECTING THE DOTS BETWEEN YOU BOTH

**An irresistible brand is about**

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**And irresistible brand has three things:**

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**We call this your**

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Notes:

## BUILDING UP YOUR TRIBE

**It's time to** \_\_\_\_\_

**Building your tribe boils down to 3 simple, but strategic steps:**

**1.** \_\_\_\_\_

**2.** \_\_\_\_\_

**3.** \_\_\_\_\_

Notes:

## CREATING OFFERINGS THEY WANT

*“Once you know [your dream client], you can target all of your efforts toward them. Your marketing can focus on solving their problems and showing them that your brand is the perfect fit for them. Most brands create a product or service and then go chasing after customers. This approach is completely backward. Picture your target clients, and then create solutions to their problems.”*

John Morgan, Brand Against the Machine

### **Start by solving**

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### **Creating everything**

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Notes:

## EXPERTLY INVITING THEM INTO THE SALE

**Your job is not to**

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**Selling (the irresistible way) is all about**

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**When should you sell? Only after**

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**Lead each and every follower to the sale through**

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BUILDING IT BIGGER BY LEAVING  
THE LONE WARRIOR BEHIND

**Stop doing**

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**Focus your efforts on**

**and**

**Create**

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**Build your**

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**Loop in**

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## ADDITIONAL NOTES: