



Creating Order  
from Chaos

# **Professional Organiser Training**

## **Module 6 – Finding Your Place in the Market**

What will your *Ideal Business* look like 2 years from today?

## Revisiting SWOT

Strengths	Weaknesses
Opportunities	Threats

What does this mean for you?

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## Finding Your Right Fit Client

What kind of client would you like to work with?

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Where do they hang out?

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What is their pain?

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What kind of services do they need?

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## 50 Benefits from Working with \_\_\_\_\_ Are

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- 50.

A little deeper now...

Learn more about your ideal client

Where do they live?

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How much do they earn?

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What are their ambitions?

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What kind of car do they drive?

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Do they have children?

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What age?

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What do they do for fun?

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What are their beliefs and values?

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What else will help you identify your Right Fit client?

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Draw / Describe your Right Fit client...



