

My Weirdo Profile (No Offence)

Here's what a good ideal client profile looks like...



My Weirdo Profile is evolving all the time, and I have a slightly different one for each product and service I offer. This is my general starting point—the profile for *How The Hell Do You Write A Book?*

My ideal client is female or male (or anywhere in between)—but for ease of writing, I'll refer to my female Weirdo Juliet here. My Weirdo is aged between 25 and 45, married or in a committed relationship, and has children and/or beloved pets. They own an established business that pays the bills, but they're stuck in a rut.

This is Juliet's internal monologue. It's what she thinks of herself; not what I think of her.



Juliet is fed up. No, not fed up: ragingly frustrated. Angry. Panicked. And ambitious. She's got this business and it's doing okay... but that's all. When her family and friends ask her about it, she just *knows* they're thinking she has a glorified hobby.

Isn't she lucky to be able to indulge herself while her partner earns the money? Well, little do *they* know her partner may bring in the bulk of the monthly cash, but it's her little "hobby" business that put down the whopping deposit on their dream home.

The thing is, she secretly worries they're right. Her business has stagnated. It's grown to around £100,000 turnover a year, then just stopped—and she can't push it forward.

She sees her competitors flying high, even though they're just not as good as she is. Worse, she sees shiny-suited scoundrels raking in the cash from unsuspecting people grasping at any straw they think might help them. She knows it won't help them, but people don't seem to want what she has.

If Juliet was willing to dive into some of the more slimy internet sales tactics, she'd be able to make £50k in a month, too—but she won't, because that type of thing turns her stomach. She's not into scaring or guilting people into buying from her. At the same time, she envies them their lifestyles, their loyal fans and followers, and hates them for it.

She looks at her successful business owner friends, the ones she loves—and deep down, there's a tiny part of her that resents them, even hates them a little. 'It's not fair. Why can't I have what they have? I deserve it as much as them.' Those thoughts aren't worthy of her, but she has them anyway because she's human. There's a part of her that's tempted to sell out and use the icky tactics. There's a part of her that's tempted to jack it all in, admit defeat, and get a J.O.B. But most of her wants more and better from herself and her business.

She understands where the real profits lie: in clients who trust you and who come back again and again, and shout about you to everyone they know.

But how the hell can she do that? How can she prove she's a true expert at what she does? How can she show everyone she doesn't just have a hobby; she has successful business that lets her live the life she wants?

Juliet knows she's capable of much, much more than she's achieving at the moment, but something's holding her back. She's terrified of judgement, of failure, of people mocking her. And she hates herself for it. Why can't she do what she sees other successful business owners doing?

Richard Branson, Oprah Winfrey, J.K. Rowling, Marie Forleo, Bill Gates—they're all human beings, right? They weren't born successful business owners? So what's stopping Juliet for being as great as she knows she could be?

She hates herself for it, too, because she's not reaching and helping as many business owners as she could. How selfish is that? How pathetic? I mean, what's the worst that could happen?

How can she stand out among her competitors as different and better? How can she position herself at the top of her mountain?

She's secretly afraid she'll never do it. That she'll always languish in mediocrity, in this comfortable rut, because the bills are paid and she's lucky to not have to worry too much about money. That trying harder is scary and painful and uncomfortable, and she might fail. So she's terrified she'll reach the end of her life, look back on what could have been, and realise to not try at all was the real failure. She is afraid she'll never make the most of her life.

She's afraid she'll never reach the top of her tree.

Juliet has seen other business owners write books, but there's no way she could do it. No way. 'Who am I too write a book? I'm not a doctor or lawyer or celebrity or "proper expert", am I? Nobody wants to hear from me, not really—not in a book. They'd want a proper author.'

This is what keeps her up at night: putting herself out there in front of people and declaring: 'This is me. Take it or leave it.' She's worried about being rejected and ridiculed for setting herself up as an expert. She's terrified people will see through her, will realise she's a fake, a fraud, a charlatan, and not worthy of the clients she has, let alone the ones she wants.

She's afraid people will laugh at her unpolished delivery, her website, her amateur writing skills, her hair, her clothes. She's afraid her business will fail, people will stop choosing to work with her, and she'll have to rely on her partner to take care of them.

She worries she really does have a hobby, not a real business.

Juliet gets stressed and overwhelmed regularly. She has peaks of joy and excitement, when things seem to be on the up, new clients come along, and everything looks rosy. But mostly, she's tired, stressed, overwhelmed, and panicking that she could and should be in a stable, well-paid job that brings security for her and her family.

She stresses about being taken seriously by family, peers, and friends. She desperately wants a regular, stable income. Sometimes, she sinks into a black pit of despair that sucks the colour out of the world—the grinds of doing business never end. It's never someone else's problem. It's always hers. She can't see a light at the end of it, and it seems easier to admit defeat.

Juliet puts off doing the things she knows she needs to do to create change, because she's scared. She doesn't understand how other business owners get things done and are fearless in the face of potential disaster. She's avoiding creating professional products and launching courses and offers because she *knows* she'll be judged and ridiculed, and nobody will buy them. She would love to write a book, but ultimately she believes she can't and shouldn't. She's not the right type of person.

She truly fears getting old and frail before she has a chance to achieve everything she wants to achieve.

Her worst case scenario is not being able to support her family. What if something happened to her partner? She's terrified she spends so much time on her business, she's missing out on life. On her family. On her kids growing up and her pets having fun. She's terrified she'll die a failure, forgotten and worthless. That nobody will remember and that she will have made no lasting impact on the world.

What if her family and friends could see inside her head? Would they be disgusted with her for putting her dreams first? For risking her family's security for this little business? Will they reject her and mock her when they realise she's not worthy, not an expert, and couldn't make her business grow? What if other experts find out and ridicule her publicly? What if a disgruntled client goes to the media and she suffers from the kind of shredding you see on Twitter or in the *Daily Mail*? What if someone makes claims against her and she can't defend herself?

Juliet desperately wants to change her situation, because things will only get worse for her. She's frightened of losing confidence in herself as a business owner, expert, person, and parent. She's afraid she'll begin to believe all the bullshit her fears tell her and give up, get a "real job" like some people think she should.

She's afraid she'll carry on struggling along, or coasting comfortably, never growing and helping more people and making a bigger impact on the world. She's afraid she'll waste her life, talents, and purpose.

If things continue, she'll have less control and security when it comes to money. She'll have fewer choices about where to go, what to do. Her kids and family will have fewer choices and more hardship. She'll lose influence over clients, competitors, and peers.

But it isn't all about money for Juliet. The profits are the silent reward for a job well done. She wants to show people how to live pain and problem-free, at least in her area of business. She wants to help people gain freedom from whatever is holding them back. She has the power to change lives for the better, and she wants to do so.

Despite her nasty little inner voice, Juliet knows she is an expert. She has experience, perhaps qualifications, and she has real client success stories—people who love her, whose lives she has helped turn around. She knows, deep down, people love what she does and seek her out, even if she is more expensive. She wants to truly believe all this, and that she's worth listening to and learning from. She wants to believe her clients are as lucky to have her as she is to have them.

Juliet secretly suspects a book may help her do all this, but she's terrified. Where to start? How to do it? Can she do it? She's not a writer.