

# Who You Serve

Identity meets the market. Choose the person. Lock the avatar. Send one signal.

SESSION ARC · 90 MINUTES

## 01

### Opening Frame 5-10

Bridge review — two or three participants share what happened when they sent their 72-hour signal. What did the response reveal about where their magnet is strongest? Grounds the room in real data before the avatar work begins.

## 02

### Teaching 15-20 min

Who You Serve framework delivered via presentation. The six audience types, the ideal client build sequence from your nine words, and why specificity is a leadership decision, not a marketing tactic.

## 03

### Silent Work 15-20 m

Complete the Session Worksheet independently. Client audit, ideal client avatar build across six questions, the matching moment against your positioning statement, and the audience fit map. The quality of your avatar determines everything that follows.

## 04

### Hot Seats 20-25 min

Two participants build their ideal client avatar live with the coach. The group observes and learns. Watch for the shift from type to person — that is the moment the work becomes real. The insights apply to the whole room.

## 05

### Commitment 5-10 min

Each participant reads their avatar description aloud. Complete Post-Session Commitment form today. 72-Hour Bridge begins now — one signal that puts your avatar and positioning into the world before Session 4.

### SESSION FOCUS

#### Who you are actually building for

Ideal client avatar built from your nine words, not demographics. The matching moment: does your positioning statement land for the specific person you described? Six audience types assessed. One magnet. Many stages.

### YOUR OUTPUT TODAY

#### Ideal Client Avatar — Locked

One specific person described. Name, situation, problem, belief, and hope. Positioning statement tested against the avatar. Strongest audience type identified. One signal committed to before Session 4.

**REMINDER:** Submit your Session Worksheet in the portal before closing this tab. Your Tally form is the official record.