



Dialing in to Serve

Hey there!

When dialing in on who you serve, we often discount how we can intentionally create opportunities to be generous with our time and talent.

Marketing is about serving others, even if they don't realize it!

As you consider your ideal client, where are 3 or 4 areas that you can begin to seek out your people? Below is a list of opportunities to leverage when seeking to find your ideal customer/client.

What other areas can you identify?



As you assess the areas above, where is the low hanging fruit?

Think: areas where you can confidently lean-in and begin having natural conversations around what and how you serve.