



# YOUR DREAM CLIENT'S INNER MONOLOGUE

by

*SARAH Michelle Brown*



# DEEP THOUGHTS

## ***Hey VideoStar!***

Your “It” Factor also comes from understanding WHO you’re talking to.

Use this space to tap into what your dream client is thinking and feeling when they come to you for help.

*Dive on in!*

And as always...

Dream up,



Sarah Michelle Brown  
Your Virtual Video Director



# MONOLOGUE PREP

Head back to the earlier exercise for your client's OW (Ordinary World), and jot down the things that she's dealing with, *that resonated with you the most*.



# Writing Exercise

## Your Dream Client's Inner Monologue

Let yourself explore your client's hopes, dreams, pains and fears.

**This draft is not about perfection or getting it right.**

Write from your heart, and let yourself walk in her shoes. What does she say to herself about the problem that you can help her solve?

*(more space on next page)*



*(cont'd)*

*(more space on next page)*



*(cont'd)*



*Be sure to share your  
questions and ah-hahs in the  
Facebook group!*