

MASTIN KIPP'S  
**GET IDEAL CLIENTS**  
**MASTERCLASS SERIES**

## THE RISK LIST:

One entrepreneurial skill to build is falling in love with risk.

So every day for the next 5 days, take one risk everyday.

Here's your "Risk List"

For you if your in a soul sucking job...

If you're in a soul-sucking job and have been dreaming of the day you leave, make the decision. Right now. Pick a date you're going to resign. Put it on your calendar. Tell someone. Make a commitment to yourself and your gifts.

For you if you have clients...

Think of your biggest PITA\* client. Are they underpaying? Sucking up your time? Not taking action? It's time to let go and create space for All-In Ideal Clients. Write your PITA a nice note. "Hey there. I'm moving in a different direction in my practice. I want to thank you for being part of my tribe. With this new direction, I don't think I'm the best person to serve you. I want to let you know that as of [DATE], I'm going to discontinue our work together. It's been an amazing journey with you."

For you if you haven't put yourself out there consistently...

Go live on Facebook today. Share what's on your heart and let people know what you do and how they can hear more from you. It doesn't have to be long or fancy or planned. It just has to be. Note and acknowledge your A+ Syndrome happening. And do it anyway.

For you if you don't feel supported...

Get out a piece of paper and make two lists. The first list is the people who are most supportive of your journey. It could be your friends, your spouse, an online community. The second list is people have not been supportive. Family members that have discouraged you. Friends who roll their eyes when you tell them your vision. This is not about blame. It is about recognizing who you should turn to in your business context and who is not that person. Call someone on your first list and tell them what you're up to.

\*PITA stands for "Pain In The Ass"