

**PLEASE BE PICKY!**

# LESSON #2

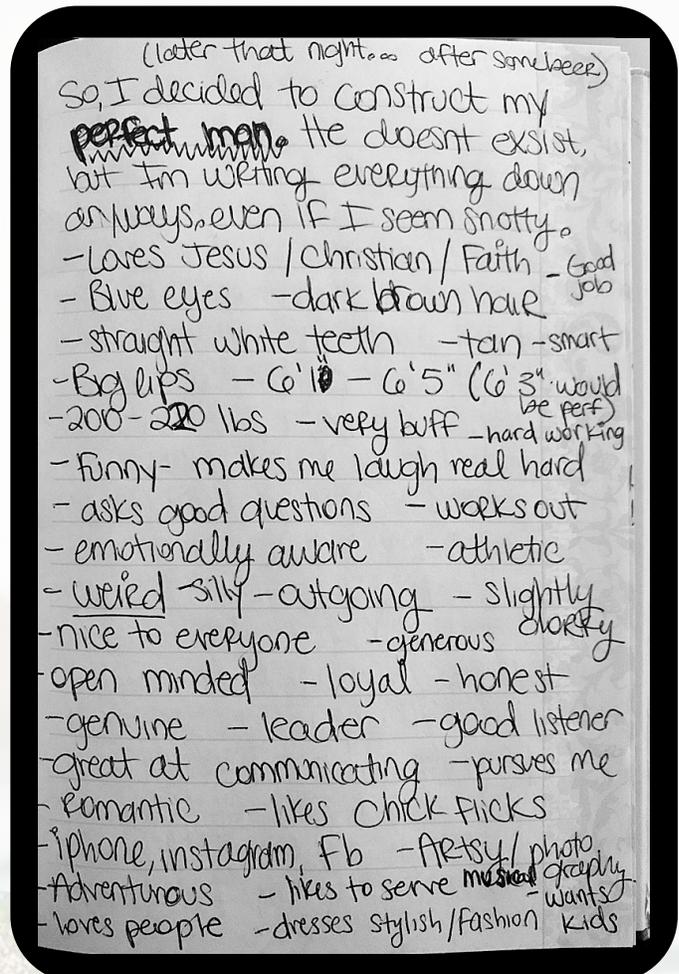
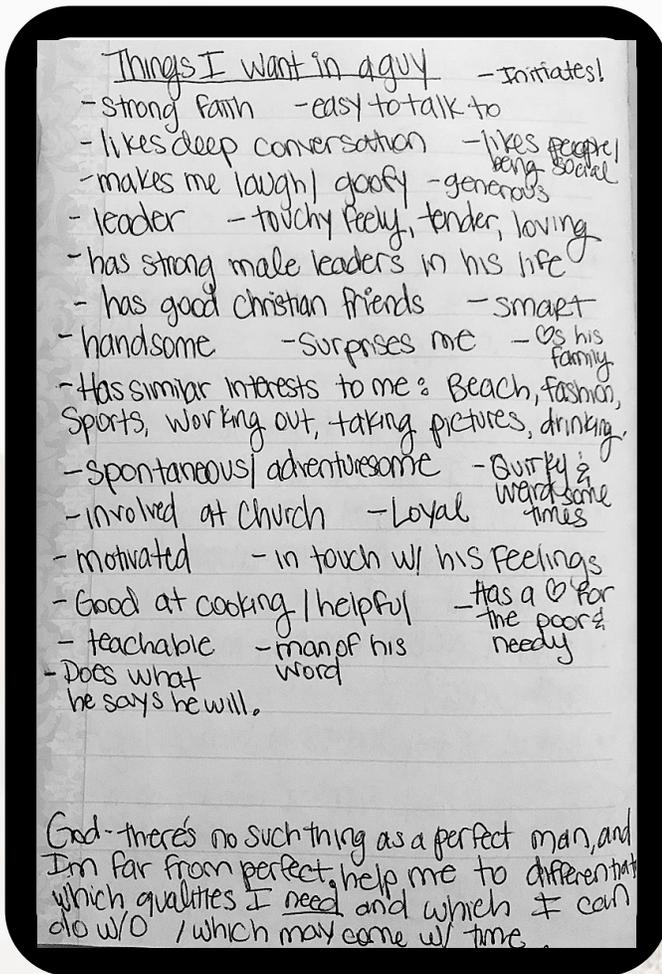
I want you to make a list of everything you're looking for in the man of your dreams. Write as many things as your heart desires. Your list must have at least 20 things. Don't you dare feel guilty for creating a long, long list. I used to write these lists every couple months for years. Keep circling back to it.

The pickier you are, the better! This gives you insane clarity.

Why is it important to be picky? I've had some women say they think this exercise is "bad" because you can't help who you fall in love with and the heart wants what the heart wants! Or some crap like that. I highly disagree. That sounds like a recipe for disaster. Picking your person is a head *and* heart decision.

When you start a company, the first thing you should do is fill out an extensive ideal client worksheet. Every business coach will tell you that. For example, Lulu Lemon has an ideal client description that is 80 pages long. 80 pages about the *exact* woman they are marketing their products to! 80 pages explaining the exact age, ethnicity, job, income, husband, kids, where she hangs out, what she does for fun, *everything* about this singular woman they are specifically creating their marketing material for. It's no surprise Lulu is crushing it because they have absolute clarity about who they are marketing to.

Apply this to your future spouse. It's no different. It may seem counterintuitive, but getting super specific is actually better than being super broad. It's extremely freeing to know *exactly* who you want to be with! That way when you go on a date, even if the guy is super hot & rich, or whatever, you can walk away because at the top of your list you said you wanted his family to be a priority and that he would ask you good questions. Unfortunately, this hottie had neither of those make or break qualities. You can let him go in peace. Good thing there are plenty of other amazing men in the pond!



Please note these are real journal entries of mine from the past. The writing is messy & this isn't cute. I never knew I would be sharing this with anyone! The one on the left was written March 2nd of 2014. That's the oldest list I can find. I had a boyfriend when I wrote the first list. The one on the right was written October 10th of 2014. I made these lists every couple months for 4 years. And yes, maybe it sounds "snotty", but I knew what I was looking for. Also, please don't write words like "He doesn't exist"! Even if it feels like there's no way your dream man exists, I'm here to tell you that he does. Do as I say, not as I did.

## JOURNAL SESH

1. Write 20+ qualities you're looking for in your future husband. Be pickier than you think you should be. Focus more on his internal qualities and how you want to feel within the relationship. Looks are fine to write down too - as you can see, that's what I did - but it shouldn't be the main parts of your list. Write down even the obvious stuff like "loyal" or "trustworthy".
2. If you've been in a past relationship, what qualities did you like about him and what qualities did he lack?
3. Think of going on a first date: What are some early indicators that the man sitting across from you will or will not be your dream man? i.e. green vs red flags.