



1

Name:

Age:

Location:

Income:

Occupation:

Marital Status:

Interests:

Authors / Experts:

Sites / Publications:

Groups:

Events:

Social Media:

Dreams & Goals:

What matters to them most? What are their hopes and dreams? If they could wave their magic wand what would things look like?

Buying Drivers:

When they make a buying decision in your category, what things are going to make a difference in helping them make that decision?

Green Flags:

Your ideal client definitely does / says / has the following:

Buying Objections:

When deciding whether to buy from you what things will they say are stopping them from purchasing?

Red Flags:

Your ideal client definitely doesn't do / say / have the following:



2 Fears & Frustrations:

What keeps them up at night? What drives them crazy? What would they do anything to be free from?

Pains (Before State):

What are their pain points, what does that mean for them and how do they feel as a result?

Gains (After State):

What are they now experiencing, what does that mean for them, how do they feel as a result?

What They're Saying (After):

What They're Doing (After):

What They Have (After):

3 Research & Validation

1. Research

Is your service / topic / area something that people are actively searching for online?

If so, where are they looking and what search terms do they use?

-
- Google
 - Answer the Public
-
- Facebook groups
 - LinkedIn / Facebook / Pinterest etc.
 - Quora / Reddit
 - Amazon

2. Client Interviews

- Ask existing customers and find people who fit your demographic profile
- Schedule interviews for approximately 20 minutes
- Record calls (ask for permission) and take notes
- Send a thank you!

3. Sales / Customer Service

- Look for themes in sales / customer service records
- Speak to your sales / customer service staff