

PROSPECT PROFILE WORKBOOK



GETTING STARTED

Knowing your market is a crucial first step to be able to send the right message and in turn close sales. Before you begin developing your prospect profile, take a moment to think about exactly who it is you want to target.

WHAT YOUR OVERALL TARGET MARKET (OTM)

For example.... if your business is in the health and wellness industry, your OTM is anyone who has a body.

Now within that group, let's find your ideal client /prospect (ITM).

The following questionnaire will show who your ideal client (*prospect*) is, what they look like, where they live, what they do, what their lifestyle is etc.

DEMOGRAPHICS

GENDER

AGE RANGE

INCOME RANGE

GEOGRAPHIC LOCATION

SOURCES OF INFORMATION

INFLUENCERS THEY FOLLOW

BOOKS

MAGAZINES

CONFERENCES THEY ATTEND

BLOGS / WEBSITES

SOCIAL MEDIA GROUPS

PSYCHOGRAPHICS

FRUSTRATIONS

What is bothering them today? What are their biggest frustrations?

(Need more time, don't have a plan, don't have resources, don't have what they want, having hard time keeping everything together, problems in relationships)

FEARS

What are their biggest fears they are currently dealing with?

(they are not good enough, they don't know enough, letting family and friends down)

WANTS

What do they want they don't have right now?

(better job, more money, more energy, relationship stability, resources, plan)

UNMET NEEDS

What do they need, but not have?

(Support, help at home, better tools, better tactics, information)

PAIN POINTS

What present and future pain do they have?

(losing relationship, failing, health)

VALUEGRAPHICS

For each of the ten statements below, please highlight or **bold** a number from 1 to 10 that represents how you see your clarinet in relation to that statement.

Take your time and please choose only one number for each question.

1) **They are curious, restless, and like to try new things**, eat at new places, and meet new people. They like to belong to groups, and they're not very political.

NOT LIKE THEM AT ALL ... 1 2 3 4 5 6 7 8 9 10 ... VERY MUCH LIKE THEM

2) They don't feel as much at home as they'd like, in all kinds of ways, and they're not sure why. **They feel a bit unsure about the future.**

NOT LIKE THEM AT ALL ... 1 2 3 4 5 6 7 8 9 10 ... VERY MUCH LIKE THEM

3) They are not into having stuff, owning stuff, or collecting stuff. **Stuff weighs them shown.** Besides, experiences are more important than things.

NOT LIKE THEM AT ALL ... 1 2 3 4 5 6 7 8 9 10 ... VERY MUCH LIKE THEM

4) They have had the same job for a long time. **They like things to stay the same.** They like their friends and pretty much all aspects of their life as they are.

NOT LIKE THEM AT ALL ... 1 2 3 4 5 6 7 8 9 10 ... VERY MUCH LIKE THEM

5) **They are happiest when they have time to be creative.** It's one of the most important things in their life. They hate being bored. They spend a lot of time thinking about things that intrigue them. It helps them grow as a person to express themselves creatively.

NOT LIKE THEM AT ALL ... 1 2 3 4 5 6 7 8 9 10 ... VERY MUCH LIKE THEM

6) **The environment is the issue of our time**, and the only answer is for each of us to do our part. They wish they knew how they could help more. The politicians aren't going to take care of this for us. We all have to change how we live.

NOT LIKE THEM AT ALL ... 1 2 3 4 5 6 7 8 9 10 ... VERY MUCH LIKE THEM

7) They'll admit to having a lot of technology in their life. But they're not really a technology person. **They stay connected with their friends and family** with social media and other channels because they feel out of the loop if they don't.

NOT LIKE THEM AT ALL ... 1 2 3 4 5 6 7 8 9 10 ... VERY MUCH LIKE THEM

8) They work a lot. But they don't mind, because it means they can live the life they choose. They like having nice things. **They're one of those career-first people.**

NOT LIKE THEM AT ALL ... 1 2 3 4 5 6 7 8 9 10 ... VERY MUCH LIKE THEM

9) **They try to save as much money as they can**, even if it means a little bit of inconvenience. You never know if tomorrow is going to be a rainy day.

NOT LIKE THEM AT ALL ... 1 2 3 4 5 6 7 8 9 10 ... VERY MUCH LIKE THEM

10) They'd like to save money, but it seems impossible!. There's always something coming up that can't be avoided. And besides, **what's the point if you can't splurge from time to time?**

NOT LIKE THEM AT ALL ... 1 2 3 4 5 6 7 8 9 10 ... VERY MUCH LIKE THEM