Perfect Client Profile

By MastersUnite.com | Immigrant Masters Unite Podcast Episode 11

#1 question you need to ask yourself right now:

Who is my perfect client and what does his daily life look like? (**Tip:** Dive deep into this question and just start brainstorming, writing out who that perfect client is for you, go all out, make a wish list and paint what that client's day looks like. You can write out things like when do they get up, what do they do during the day, what do they eat, watch, read, spend time on, hate, love and what are they concerned about. Also, what could their dreams be, what do they want in life.)



2. Create your Perfect Client Profile:	
a. Demographics	
Age: Marital Status: Location: Job Title: Education:	Gender: Children: Occupation: Annual Income: Communication Channels:
b. Psychographics:	
What are their goals and values?	
Goals:	
Values:	
Where do they hang out?	
Books:	
Magazines:	
Websites/Blogs/Forums:	



Conferences/Trade events/Live Events:
Authority Figures:
Other Channels:
What are their challenges and pain points?
Challenges:
Pain Points:
What are their objections and role when buying?
Objections:
Role during buying process:

