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**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: \_\_\_\_\_  
\_\_\_\_\_

