

Who do they Follow? _____

Who are their heroes? _____

Who do they Idle? _____

What do they do every day? _____

What do they do on the weekend? _____

What are their hobbies/passions? _____

What are their skills? _____

What is their political views? _____

What are their interests?(Banking? Bulldogs? Stocks?) _____

How do they earn their living? (Job? Self employed?) _____

How big is their company they work at? (Small biz or Corporate) _____

What is their income (Per year)? _____

Where do they live? (Zip, Town, State, Urban, Suburban, Rural) _____

What do they own? (Property? Businesses? Toys? Cars?) _____

What kind of car do they own? Why? _____

Do they own a home? How big? _____

What is their education level? _____

What is their Family life like? _____

Do they have Kids? _____

Do their kids live at home? _____

Are they Married? Type of relationship? _____

What do they do for Entertainment?(Watch, Music, TV, Books, Games?) _____

What devices are they're using? (what orientation? WIFI?) _____

Have they been Traveling? (Just returned 1 week? 2? Frequent?) _____

Where was their last vacation and why did they love it so much? _____

Are they active in a church, charity, country club, etc.? _____

What websites do they visit? _____

What stores do they shop in? _____



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INSTRUCTIONS



What are their favorite clothing brands? _____

Where do they buy their groceries? Why? _____

Where do they get their coffee? _____

How does this person get their information? (Blogs, Newspapers, Books, Videos - online or print?) _____

Do they watch tv? What are their favorite shows? _____

How are you currently contacting your ideal client? _____

How do they prefer to be contacted? _____

What do they stay up at night worrying about? _____

What recently happened in this person's life that will make them search for your offer OR take action to a presentation:

What did this person already try that didn't work? _____

What is the thing that makes this person ANGRY? _____

Who is this person's enemies? _____

What makes them suspicious? _____

What does this person HATE about the world? _____

If this person could change ONE thing in the world what would it be? _____

How has this person been HURT before? _____

What mistakes has this person made before? _____

How has this person flat out FAILED in the past? _____

Who can you BLAME their problems on? _____

How can you Justify their failures? _____

How can you throw rocks at their enemies? _____

How can you encourage their dreams? _____

How can you allay their fears? _____

How can you confirm their suspicions? _____



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INSTRUCTIONS



Frustrations / Needs

TODAY

Wants

PAIN

PLEASURE

Fears

TOMORROW

Aspirations / Goals



SCAN ME FOR
INSTRUCTIONS



CUSTOMER NAME:

WHO

BAIT

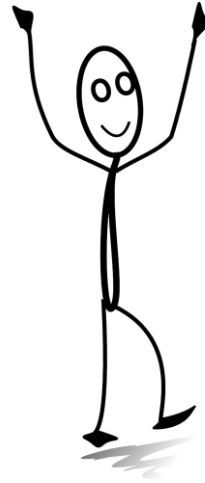
Age:

Gender:

Marital Status:

of Children:

Location:



WHERE

THE FOUR QUADRANTS

