

## Creating Your Hot List – Ideal Clients & Strategic Alliances

Demographics Age, Profession, Marital Status, Income Just the Facts	Psychographics (Attitudes, Values, Fears) How They Feel About the Facts	Behaviors (Habits, Hobbies, Lifestyle) How the Facts Impact their Lifestyle
Gender <input type="checkbox"/> Man <input type="checkbox"/> Woman <input type="checkbox"/> Either		
Between the ages of ___ and _____		
Marital Status		
Children? If so, how many and ages?		
Income Bracket		
Education Level		
Profession		
Religion / Spiritual Beliefs		
Health Condition		
Lives in a <input type="checkbox"/> House <input type="checkbox"/> Apartment <input type="checkbox"/> City <input type="checkbox"/> Suburb <input type="checkbox"/> Rural		
What else you know about them?		

### What They Want?

(As it relates to your products and services)

<b>What They Want?</b> (As it relates to your products and services)	
<b>Problem / Pain Points</b>	<b>Solution / Desired Outcome</b>
i.e Business not making money	i.e. Steady flow of qualified leads & clients
i.e. Overweight	i.e. Lose 20 pounds
<b>What's the IMPACT of the Problem?</b>	<b>What's the IMPACT of the Solution?</b>
i.e. May have to get a job, feels like a failure, lots of credit card debt, exhausted, always trying to work, husband threatening to divorce	i.e. Feels successful, able to pay off credit cards, take vacation, get hair & nails done, retire husband, philanthropy, fulfilled, confident and happy
i.e. Doesn't go out with friends, feels depressed, ugly, unlovable, won't do videos/speaking to grow business, feels tired all the time, irritable	i.e. Feels GREAT about herself, loves to get dressed up, has more energy for family, friends and work, eager to share her message in public
<b>How They Think &amp; Talk About It</b>	
<b>Problem / Pain Points</b>	<b>Solution / Desired Outcome</b>
What words does my customer use to describe the problem/solution? What else are they saying about the problem to themselves (in their mind) that they don't easily share with others? What are others saying to them about it?	
<b>Quick Tip to Get Them Started</b>	<b>Results Oriented Title of Your Opt In</b>