



Women's Prosperity Network

Module I – The Prosperity Accelerator Sales Training

Your Ideal Clients

Who Do You LOVE to Serve & How Do You Serve Them

DEMOGRAPHICS

My ideal client is a Man Woman Either

Between the ages of _____ and _____

Relationship Status Married Single Divorced Widowed

How do they feel about their relationship status?

Children? Yes No. If Yes, what ages are the children? _____

Lives in a House Apartment City Suburb Country

Income Level _____ Education Level _____

For you to best serve your client, do they need to be in a specific geographic location?

Yes No

If Yes, where _____

Profession:

Loves it or loathes it?

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# **PSYCHOGRAPHICS**

*Market research according to psychological variables (such as attitudes, values or fears). WHO are they?*

**What words do they use to describe themselves?**

**Who do they tell the world they are?**

**What Else Do You Know About Them?**

- Favorite Ways to Relax
- Typical Saturday Night
- Typical Sunday Activities
- Will Spend Good Money On
- Will Absolutely NOT Spend Money On

**What's In Their Mind and Hearts?**

- They worry about
- They are frustrated by
- They dream of being / having
- Wishes
- Trusts
- Distrusts
- Values above all else
- Absolutely loathes

**How Do They Receive Information?**

- Books     Paper     Kindle     Audio
- Magazines
- Online Reading / Research
- Live Events

**When On a Computer They Likely Spend Time On:**

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**What do you know about their buying styles?**

- They make decisions without needing approval from anyone else
- They seek approval from spouse or partner before buying
- They buy based upon recommendation from others
- They buy very quickly (mostly based on emotion)
- They are slow and methodical in their buying decisions