

Know Your Clients Inside & Out

What's in their minds and hearts?	
They worry about	
They're frustrated by	
They dream of being / having	
What are their wishes / dreams?	
They tend to trust	
They tend to distrust	
Their highest value above all else	
They absolutely loathe	

Regarding your product or service:	
What problem do you solve?	
How does your client describe the problem?	
How does the problem affect other areas of their life?	
What do they say to themselves (often silently) about having this problem?	
What do they say to others about the problem?	

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Regarding your product or service:	
What's the COST to them of NOT having your solution?	
What are the BENEFITS for them in finally getting the results and transformation you provide?	

What do you know about their buying style?	
They make decisions without needing approval from anyone else.	
They seek approval from spouse or partner before buying.	
They buy based upon recommendation(s) from others.	
They buy very quickly (mostly based on emotion).	
They are slow and methodical in their buying decisions.	

What else do you know about them?	
Lifestyle	Consume Information
<ul style="list-style-type: none"> ➤ Favorite ways to relax ➤ Typical Saturday Night ➤ Favorite Sunday Activities ➤ Will Spend Good Money On ➤ Will Absolutely NOT Spend Money On 	<ul style="list-style-type: none"> ➤ Television ➤ Books <input type="checkbox"/> Print <input type="checkbox"/> Kindle <input type="checkbox"/> Audio ➤ Magazines ➤ Online Read / Research ➤ Podcasts ➤ Social Media ➤ Live Events