



Profile Customer 1:

Create three profiles for your perfect customer. Remember, you will only be marketing to these three profiles so do your best to be as detailed about them as possible.

Name:

Age:

Gender:

Ethnicity (if applicable)

Geographic Region:

Detailed Description:

Reason for need of product or service:



Profile Customer 2:

Create three profiles for your perfect customer. Remember, you will only be marketing to these three profiles so do your best to be as detailed about them as possible.

Name:

Age:

Gender:

Ethnicity (if applicable)

Geographic Region:

Detailed Description:

Reason for need of product or service:



Profile Customer 3:

Create three profiles for your perfect customer. Remember, you will only be marketing to these three profiles so do your best to be as detailed about them as possible.

Name:

Age:

Gender:

Ethnicity (if applicable)

Geographic Region:

Detailed Description:

Reason for need of product or service:



Details Customer 1:

Establish your market approach with each of the perfect customers outlined in the previous step based on the reason they need the product or service.

Hook (What will connect your message with their heart and mind so they remember you? i.e. types of images, video and other content. Also, what theme?)

What kind of offer do you think would best serve this customer?

What keywords in your passive sales pitch would appeal to this customer?

What search engine keywords might this customer search to find your product or service?



Details Customer 1 continued:

What products and services are you offering that are ideal for them?

Threshold of value: What do you think they might be willing to pay to resolve the problem?

What other associated products or services could you develop or partner to provide that could be targeted to them?

What kinds of free informational content would be useful or would appeal to them to keep them on your website longer or bring them back more often?

What impression would best help you instill in them Credibility and Authority?



Details Customer 2:

Establish your market approach with each of the perfect customers outlined in the previous step based on the reason they need the product or service.

Hook (What will connect your message with their heart and mind so they remember you? i.e. types of images, video and other content. Also, what theme?)

What kind of offer do you think would best serve this customer?

What keywords in your passive sales pitch would appeal to this customer?

What search engine keywords might this customer search to find your product or service?



Details Customer 2 continued:

What products and services are you offering that are ideal for them?

Threshold of value: What do you think they might be willing to pay to resolve the problem?

What other associated products or services could you develop or partner to provide that could be targeted to them?

What kinds of free informational content would be useful or would appeal to them to keep them on your website longer or bring them back more often?

What impression would best help you instill in them Credibility and Authority?



Details Customer 3:

Establish your market approach with each of the perfect customers outlined in the previous step based on the reason they need the product or service.

Hook (What will connect your message with their heart and mind so they remember you? i.e. types of images, video and other content. Also, what theme?)

What kind of offer do you think would best serve this customer?

What keywords in your passive sales pitch would appeal to this customer?

What search engine keywords might this customer search to find your product or service?



Details Customer 3 continued:

What products and services are you offering that are ideal for them?

Threshold of value: What do you think they might be willing to pay to resolve the problem?

What other associated products or services could you develop or partner to provide that could be targeted to them?

What kinds of free informational content would be useful or would appeal to them to keep them on your website longer or bring them back more often?

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