

Client Profiling Cheat Sheet

The Avatar

Are they male/female?

What age group are they?

What life stage are they in?

What are they located/likely to hang out?

What are their interests?

What do they do in their spare time?

What inspires or motivates them?

What are their current needs?

What are their future needs?

What platforms are they likely to use online?

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The Pain Point

What is their current situation? (Describe their pain point)

How does this make them feel, what emotional impact does it have on them?

What physical impact does this have on them? (EG. Lost time, emotional impact?)

How does what you do/offer solve that pain/issue? (Overall picture)

What are the TOP 3 primary pain points your offer solves?
(Your BIG rocks, the expressed needs they are aware of)

- 1.
- 2.
- 3.

What are the other secondary pain points that your offer solves?
(These are issues they don't know they have, the unexpressed needs)

- 1.
- 2.
- 3.

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The Impact

What does their future look like? (Life after they do business with you?)

How does this make them feel, what emotional impact does this have on you?

What physical impact does this have for them? (Eg. Extra time, more family time)

How does what you do/offer move them towards this?

What are the TOP 3 primary pleasure points your offer gives?
(Your BIG rocks, the expressed benefits they are aware of)

- 1.
- 2.
- 3.

What are the other secondary pleasure points that your offer gives?
(These are benefits they don't know about, the unexpressed needs)

- 1.
- 2.
- 3.