



Ideal Client



Demographics

Age: _____

Gender: _____

Marital Status: _____

Location: _____

Occupation

Annual Income

Education

Behavior

He/she does...

Goals

He/she wants...

Objections to Sale

He/she doesn't like...

Pain Points

His/her pain points are...

Motivation

He/she is motivated by...

Key Strategies

To hook him/her...

Contact us

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