Perfect Prospect Profiler

1. Their
   - Age ______
   - Sex ______
   - Location____________________
   - Family Status _____________
   - Occupation ________________
   - Income Range ______________
   - Hobbies ____________________
   - Groups ____________________
   - Passions __________________

2. Describe your prospect or Avatar at left in as much detail as you can.
   - The more you know about them and their needs and desires - the better your chance of discovering the best opportunities to interrupt their busy life with your irresistible solutions.

3. List above the incessant thoughts, activities and issues that already occupy your prospect’s mind daily and who’s worry over keeps them from sleeping at night.

<table>
<thead>
<tr>
<th>CUSTOMER (YOUR WHO)</th>
<th>NEEDS/DESIRES/BUYS</th>
<th>TO GET THIS RESULT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who has money, and can be reached</td>
<td>This thing you could sell at 4x your cost</td>
<td>(ease, beauty, status, time, save)</td>
</tr>
</tbody>
</table>

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