



IDEAL CUSTOMER WORKSHEET

There are 4 things true of an ideal customer (sometimes called avatar):

If any of these are not true, it's a struggle to generate revenue chasing this avatar.

They know they have a problem.

What is the problem THEY think they have:

If you think it's something else, what problem do you know they really have?

They are actively seeking a solution.

What else have they tried/who else do they follow:

What happened when they tried these solutions

What did they like?

What did they dislike?

They have urgency.

You ask: How serious are you about getting this resolved? (Response has to be high)

You ask: How long have you been thinking about this/wanting to change this/has this been a problem?

They have the money or will budget for it.

Do you have an irresistible core offer for them?

Do you have a down sell and an upsell for those who want more or need less?