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# CLIENT PROFILE

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PIERREBRANDINGGROUP.COM

# DEFINE YOUR IDEAL CLIENT

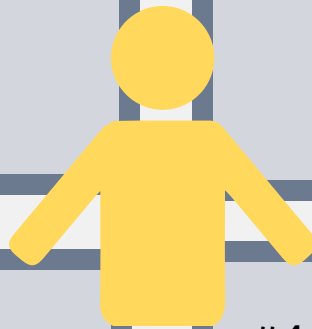
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## #1. PROFESSIONAL PROFILE

*What is the person's company role? Skills in job? Who does she report to? Typical responsibilities?*

## #2. CUSTOMER DRIVERS

*What problems, challenges and pain points drive your client to hire an agency?*



## #3. PERSONAL CHARACTERISTICS

*What are the personal characteristics of your best clients? What do you have in common with your best clients?*

## #4. COMPANY INFORMATION

*Is there one industry you deliver your best work in? Common company sizes? Location? Revenue level?*