

AI-Powered Sales Mastery – June 5, 2025

The details below will help you identify and describe your Ideal Client Persona.

1. Revenue Source

What type of customer is most of your revenue coming from?

☐ Individuals (B2C)

☐ Businesses (B2B)

☐ Other: _____

2. Favorite Clients

Who are your favorite clients and why?

3. Client Demographics

(Check all that apply or fill in the blanks where needed)

- **Gender:** ☐ Male ☐ Female ☐ Other ☐ Mixed
- **Age Range:** ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55+
- **Location(s):** _____
- **Marital Status:** ☐ Single ☐ Married ☐ Other
- **Profession(s):** _____
- **Business Type (if B2B):** ☐ Small Business ☐ Mid-Size ☐ Enterprise
- **Business Size (if B2B):** ☐ 1-10 employees ☐ 11-50 ☐ 51-100 ☐ 100+

The Formula

I offer _____

to _____

to help them _____

Lead Sources

How do you currently get your leads? Rank your top 3 sources (1 being the most effective):

- ☐ Word of Mouth/Referrals
- ☐ Social Media (e.g., LinkedIn, Facebook, Instagram)
- ☐ Paid Advertising (Google Ads, Facebook Ads, etc.)
- ☐ Email Marketing
- ☐ Networking Events
- ☐ Website SEO/Organic Search
- ☐ Other: _____
