

1. Ideal Client Attributes	
What market is your product/ Services targetting?	
What vertical does your idea client's operate in?	
What is your idea client's annual revenue?	
How many employees does the ideal client have?	
Where is the ideal client located?	

2. Client/ Company description	
How big is the clients team?	
What are the biggest challenges the client faces?	
What technologies are the client using?	
What ate the clients goals for the next three months	
What are the client's short and long term goals?	
How does the client assess their problems / needs?	

What does "success" look like to the client?	
What impact do specific problems have on the clients's team?	
How is the client currently trying to solve the problems?	

3. Client's benefits from your offerings	
What value do your offerings provide the client?	
Can you solve the client's key pain point? If so - How?	
What specifically, differentiates you from your competitors similar offerings for the client?	
How does your solution fit into the client's short - and long term goals?	