



## WHO IS YOUR TARGET CLIENT?

---

Your Company Name:

Primary Contact Name:

Phone:

Contact Email:

Website Address:

1. What is your company's USP (Unique Selling Proposition) - How do you distinguish yourself from the competition?
2. What products or services do you want to feature/promote?
3. How do you *currently* market for customers?
4. Where do your customers come from?
  - Referral? (From who?)
  - Advertising? (Which mediums?)
  - Internet Search
  - Are they Passive or Active?
5. Where do your customers currently go to search for your products/services?
6. What mediums do your customers use for NEWS?
7. What mediums do your clients use for SOCIAL media?
8. What is the average customer 'first sale' amount?
9. What is the average customer 'long-term revenue'?
10. Describe your sales funnel
  - a. How do you get them into the funnel?
  - b. How do you nurture them?
  - c. Do you have a CRM? Which one?
  - d. To what extent is your CRM integrated into your sales funnel?
11. How much potential revenue does one customer generate in 1-3 years?
12. How do you measure ROI?
13. What does the ideal customer avatar look like?
  - Demographics?
  - Marital Status?
  - Age?
  - HH Income?
  - Kids?
  - Geographic Location?
  - Where do they use any disposable income?
  - Where do they work?
    - Industry?
    - Profession or Job Titles?
    - Salary?
    - Who are the 3 SOI's they most commonly are connected to?
    - Do they commute or work virtually?
  - Is your product or service a WANT or NEED?
  - What is the pain point for your product or service?
14. How do you 'upsell' new customers?
15. Do your customers come to you for one product or service (transactional)? Or is there a relational component that helps convert them to a subscription or an expanded service program?

