

BUILDING YOUR PERFECT PROSPECT PROFILE

This exercise is designed to help you FOCUS your sales and marketing on the PERFECT PROSPECT. To do that, you have to know EVERYTHING about who you want your customers to be.

DEMOGRAPHICS:

MARKET/COMPETITORS:

UNMET NEEDS:

IDENTITY:

NAME:



FEARS:

FRUSTRATIONS:

WANTS:

ASPIRATIONS:

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1. Problem Identification Hypothesis

For your target market, identify and create a testable hypothesis around the key problems your market and buyers have.

Stage 1: The "Known/Said Problem" – This is the problem that everyone in the industry knows they have and talks about publicly: at conferences, with competitors and internally.

Stage 2: The "Known & Unsaid Problem" – This is the problem your target markets knows that they have, but doesn't discuss or disclose publicly. This is often related to poor systems, team structure and talent, poor management or overall poor products or company strategy. Think of this as the problem that a target buyer might tell you in secret, or after a scotch (or three...)

Stage 3: The "Unknown Problem" – This is the problem that you're looking for – a problem that your target market doesn't know or realize that they have, and the problem that once you solve it, makes all their other problems go away.

Identifying the "Unknown Problem" allows you to frame the conversation with your target buyers in a way that you are teaching and leading instead of following the rest of the market.

2. Brainstorm Lists & Signals

- What groups or organizations does your buyer belong to?
- What events and conferences do they attend?
- What third party systems do they use or integrate with, such as CRMs or marketing platforms.
- What email system are they using?
- Location: Where is the company geographically located?
- What is the focus of company? What problem do THEY solve? Who are THEIR clients?
- How big or small is your target company?
- What causes do they support? ie. Women Who Code, Geek Girl
- Who do they perceive as "experts" in the field, and who do they follow? (LinkedIn Groups shown on individual profiles are good for identifying trends in this)
- Where do they get their information and education? What books do they read, or websites do they visit? See what Facebook pages or sites they follow.

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3. Customer Research & Development Calls

Questions to Ask Prior to the Live Interview:

- What is your gender?
- Age?
- Race?
- What city do you live in?
- Do you have children (if so, how many and what are their ages/genders?)
- What is your approximate personal income? (like all other questions, this one is optional)
 - What is your approximate household income?
 - What is your current job and how long have you had it?
- What is your work history?
- Are you in a relationship (and if so, are you married?)
- What is your religious orientation?
- What is your political orientation?

Information Sources Questions:

- What are your top 3 favorite books and movies?
- What magazines do you subscribe to?
- What information sources in the [insert your market here] market do you consistently consume?
- What people/websites/newsletters etc. do you consider to be authoritative sources of information in the [insert your market here] market?
- How much time per week do you spend on twitter?
- How much time per week do you spend on Facebook?

Market Questions:

- What the the last 5 products you've bought in the [insert your market here] market, and how much did they cost?
- Which ones did you like/dislike the most?
- What emails from marketers in the [insert your market here] market do you consistently open?
- What emails from marketers in the [insert your market here] market did you not open?
- What email lists in the [insert market here] market have you recently opted into and out of?
- What products in the [insert your market here] market are you most excited about?
- Do you consider yourself to be part of anyone's tribe in the [insert your market here] market?

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Unmet Needs:

- What are a few things that you struggle with most on a daily basis?
- What kind of solutions in the [insert your market here] market are you actively looking to buy?
- What are the biggest fears or frustrations prompting you do look for a solution?
- With regards to _____, what's your ideal outcome and how do you think you'll get it?
- With regards to _____, what's the fantasy that's beyond your wildest dreams?
- If this fantasy were met, what about it would you most want to brag about, and to whom would you want to brag?
- In a perfect world, what does your ideal Monday look like? What time do you get up? What kind of food do you eat? What kind of house do you live in and where?
- What kinds of false promises by marketers in the [insert your market here] have you fallen for?

Identity:

- How do you want to be remembered after you die?
- Do you curse on a regular basis?
- Forget your real age, how old do you feel?
- Do you feel like the world is generally on your side?
- What fears do you have that you don't even admit to yourself? Who do you most resent?
- What do you most want to brag about, and to whom?
- What symbolizes success to you?
- What values do you most want to impart to your children?
- What was the last thing that made you really happy/sad/angry/frustrated?

Information Sources Questions:

- Who's are your biggest heros generally, and in the [insert your market here] market?
- Who do you most look up to and trust in the [insert market here] market and why?
- What do they symbolize to you?
- Who do you most distrust/trust in the [insert your market here] market and why?
- What do you symbolize to you?
- What product would you love to buy if someone were smart enough to make it for you?