****

**\*Completed with examples for educational purposes. Please replace with own data:**

|  |  |  |
| --- | --- | --- |
| **Known Ponds**  Locations they can be found: | **Current Great Client Examples**  Use real clients and link to their profiles if possible: | |
| * [Eventbrite](https://www.facebook.com/Eventbrite/) * Facebook * LinkedIn * LA NPR * BBB | * A * B * C * D * E | * F * G * H * I * J |

**Part 1: Demographics - *Who Are They?***

|  |  |
| --- | --- |
| **Nickname:** | **Age:**  I.e. 30-45 |
| **Predominant Gender:** | **Marital Status:** Single, Married |
| **# of Children:**  I.e. 0-3 | **Age of Children:**  I.e.0-15 |
| **Occupation:**  I.e. Marketer, waiter, project manager, construction foreman, writer, stay at home parent, etc. | **Job Title:**  I.e. Owner, Executive Producer, DJ, CEO, Promoter, Co-Founder |
| **Annual Income:**  I.e. $50K-$100K | **Level of Education:** |
| **Location:**  I.e. United States, Los Angeles, Wyoming, etc. | **Have they used a service like yours before?**  *Y or N?* |

**Part 2: Psychographics - *How Are They?***

|  |  |
| --- | --- |
| **Groups/Affiliations:**   * A | **Values:**   * A * B * C * D * E |
| **Political Bias:** | **Spiritual Bias:** |
| **Quotes:** |  |

**Info Sources**

|  |  |  |
| --- | --- | --- |
| **Books/Authors/Gurus:** | **Media:** | **Blogs/Websites:** |
| * Henry Authorman * Shela Speaker * Martha McCoach * Nancy Allright | **Local tv channel**  **Local news**  **X Trade magazine** | **Other:**  Likes to check-in to places such as   * 1 * 2 * 3   Likes pages related to:   * A * B * C * D |
| **Where do they hang out? I.e.** Theaters, Clubs, Lounges, Barber Shops, Community events? |  |  |

**Part 3: Behaviouristics for OUR COMPANY - What Is Life Like?**

|  |  |
| --- | --- |
| **Goals:** | **Challenges:** |
| **Pain Point:** | **Role In Purchase Process:**  Primary decision maker. |
| **Triggering Event:**  I.e. Marriage, Divorce, car break down, just got promoted, etc... | **Possible Misconceptions:**  I.e. Can’t afford it, not sure if they need it, scared to admit they need help, etc. |
| **Real World Examples:** |  |

**Part 4: Positioning - What Could Life Be Like?**

**Statement of Value: OUR COMPANY trains XYZ on modern ABC with strategies to help them sell more 123.**

|  |  |
| --- | --- |
| **We Help Them Achieve** | **We Help Them Avoid** |
|  |  |

|  |  |
| --- | --- |
| **Possible Objections:**   * My problems are unique * ABC doesn't work * No serious event organizer would ever use social | **Known Competitors:**   * A * B * C * D |

|  |  |  |
| --- | --- | --- |
| ***Before/After Grid*** | **Before** | **After** |
| **Have:** |  |  |
| **Feel:** |  |  |
| **Belief Around Problem:** |  |  |
| **Avg. Day:** |  |  |
| **Status:** |  |  |