****

**\*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:** |  |  |