

Customer/Prospect Profile Worksheet

It is vital to your marketing and your business as a whole to know who your customer is. We urge you to complete this form for each client type you may have ie. if you have more than one product/service, you will have more than one client profile. You may even have more than one client profile for just one product. Whether you are just starting out in business or you are well established, this is a great exercise to help you clarify who you are selling to and better your marketing message.

Do research to determine the answers to the questions below if you need to.

Prospect Name: _____ Age: _____

Occupation: _____ Marital Status: _____

Household Income: \$ _____ Net Worth: _____

Location: _____ Politically: _____

Hobbies and Interests

Personality Traits

Buying Habits (related to your industry)

Subscriptions

Websites Liked

What The Prospects Unspoken Question as it relates to your product/service?

What is the need, problem or opportunity?

How is the need, problem or opportunity defined by your prospect?

