



The Perfect Prospect Blueprint

The essential tool for engaging and attracting ideal customers and clients.

**You're 45 mins away from your creating
your most important marketing tool**

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What's in it for you?

The more you know about your market; what they want, why it's important to them, and why they're not getting it, the greater the impact you can have on them.

Why?

Because people want to work with people they feel understand them and what they need and have the experience and expertise necessary to get it.

It's about being super focused.

Because, like a laser, the more specific you are, the greater the penetration your message will have, and the greater the impact you will achieve.

In marketing, we call that detailed picture, your customer avatar and it's the foundation of all your marketing moving forward.

I've helped 100s of business owners to build their media profiles and fill their new business pipelines and in every case, their client avatar was where their success started.

However, to create your avatar, you need to know what questions to ask so you can get the information you need.

Which is why we developed this short guide.

In 45 minutes you'll have:

- A detailed picture of your ideal customer
- Insight into what makes you their perfect partner
- The ingredients needed to create campaigns that engage and attract them



Avatar Questionnaire

Answer the following questions as well as you can. We find that it works best if you focus on your best clients.

Makes sense right. You want to focus on the kind of people you most want to attract and who wouldn't want more clients just like their best ones.

So, when filling in the questionnaire have a picture of your best clients in mind.

Your best clients are people that:

1. You enjoy working with and do your best work for
2. Have problems you are expert at (and actually enjoy) solving
3. Respect your experience and expertise
4. Pay you what you're worth
5. Refer you to more ideal clients

The clearer and more specific you can be the better. Don't worry if you feel you are missing potential clients out by being so focused.

There's no reason why you can't have more than one avatar.

Part 1: Company Demographics

Sector	
Revenue/ Profit	
Location	
Company Age	
Stage in Lifecycle	

When considering lifecycle, think about where your client’s business was when they came to you for help. Were they starting up? Had they entered a period of growth? Was the growth plateauing, or in decline?

This is important because businesses in different lifecycles experience different problems. More than anything, the lifecycle stage will help you to start focusing on the market segment that you can help the most.

Part 2: Prospect Demographics

Gender	
Age	
Role/Position	
Time in Role	
Stage in Career	

Demographics don't just tell you who someone is, they also start to give you a feel for what different people in different roles and at different points in their career want.

Like lifecycle, the wants and needs of a particular person will depend on who they work for, the role they hold, how long they have been in that role, and where they find themselves in their career.

Someone who is in the twilight of their career will have very different needs and wants than someone who is just getting started.

In the same way, someone who is just starting in a role, will have a very different set of needs and wants (and attitude to change) than someone who has been in the role for some time.

Part 3: Wants, Needs, Fears & Frustrations

Goals	What do they want to achieve both professionally and personally?
Motivations	Why are their goals important to them?
Values	What are the principles that drive their behaviour (honesty, integrity, security, etc.)?
Most pressing challenges	What is getting in the way of them achieving their goals?
Feelings associated with challenges	How do they feel about these challenges (unhappy, powerless, angry, accepting)?

Impact of challenges on them and their business	What adverse effects are they experiencing due to the challenges?
Biggest frustrations	Why are they struggling to overcome the challenge by themselves?
Impact of not dealing with their challenges	Are the problems powerful enough to want to do something about them?
Most pressing challenges	Which challenges are their top priority for fixing?
Who influences their buying decision	Who else will need to be involved in the buying decision and why?

Desire for change	Do they have the want and the will to solve the problem?
Pressures	Who is putting pressure on them to sort the challenge out and why?
Outcome	What specific outcome are they looking for (what would great look like)?
Importance of outcome	Why is the result important to them?
Options	What solutions are they looking at?



Our Offer to You

Congratulations on completing the Perfect Prospect Blueprint. You now have the insight needed to successfully market your business to your ideal audience.

Free Appraisal

Knowing how to use the insights you've gathered isn't always obvious. So, for a short period, we're offering you the opportunity to have your prospect profile appraised by our content specialists. If you're interested:

1. Email us at contact@findyoursalesweetspot.com
2. Put Perfect Prospect Builder in the subject line.
3. Attach your prospect profile worksheets for us to look at.
4. Book a time slot to speak.

We look forward to hearing from you.

All the best,

Alex

The Sales **Sweet Spot**

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