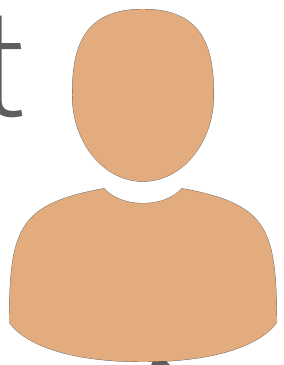


Perfect Client Snapshot



Client Name

Demographics

Who they are

Age Gender Marital Status Children

Location Education

Occupation Income

Psychographics

What they do

Interests & hobbies

Authors & experts they follow

Brands & products they buy

Publications they read

Associations & groups

Conferences they attend

Goals & Desires

What are they moving toward right now?

Pains & Frustrations

What are they trying to move away from right now?

Dreams & Aspirations

If they achieve their goals & desires, what will life look like?

Fears & Implications

What will happen if they don't achieve their goals?
