Profile

Who they are
- Describe the person

What are they looking to be/do/have
- Their current situation
- Their desired situation/outcome

Demographics

- Age and generation groups
- Sex, gender or sexual orientation
- Geographic location
- Nationality and/or Race
- Educational level
- Occupation / Household income
- Marital status / Children
- Homeownership (own or rent)
- Political or Religious affiliate

Psychographics (Attitudes, Values)

- Social
  -
- Ethical
  -
- Spiritual
  -
- Moral
  -

ACHIEVE: What they want (Needs / Desires)

- What they want to be, do or have
- Why?

AVOID: What they don't want (Fears / Frustrations)

- "What are they Googling in bed at 2 am unable to sleep"?
- What they want to stop, eliminate or change
- Why?
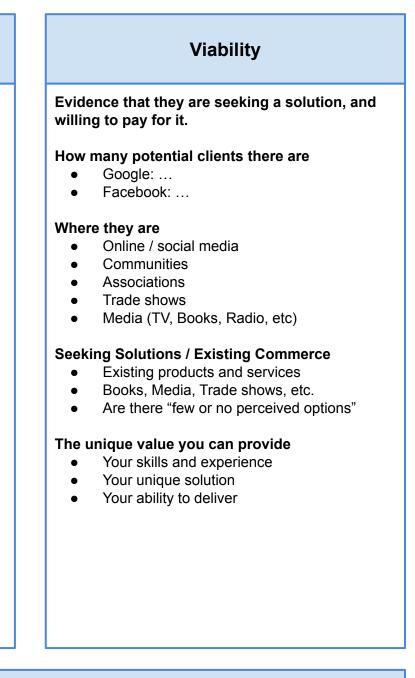
Empathy Map

What they SEE
-

What they SAY
-

What they DO
-

What they HEAR
-

How do they FEEL?
-

Viability

Evidence that they are seeking a solution, and willing to pay for it.

How many potential clients there are
- Google: …
- Facebook: …

Where they are
- Online / social media
- Communities
- Associations
- Trade shows
- Media (TV, Books, Radio, etc)

Seeking Solutions / Existing Commerce
- Existing products and services
- Books, Media, Trade shows, etc.
- Are there "few or no perceived options"

The unique value you can provide
- Your skills and experience
- Your unique solution
- Your ability to deliver

Customer Script

- When I was…
  - (Something transformational / an extraordinary incident happened)
- I realized…
  - Lesson learned
- At the heart of this is…
  - Core discovery
- I believe (optional)…
  - Your core belief around what they struggle with
- I am a (type of coach you are) coach who helps…
  - (short introduction of WHO you serve and WHAT problem you solve for them)
- And a possible Call To Action