

Sample Dream Customer Profile

NAME: Eric

DEMOGRAPHIC:

- Male, 40-50
- Business makes at least \$200,000 per year

BACKGROUND:

- Entrepreneur, founder of numerous companies
- Businesses are focused on health and wellness
- White collar, very intelligent

CHARACTERISTICS:

- Highly motivated
- Very passionate about making the world a better place
- True entrepreneur: creates businesses that can franchise
- Calm demeanor
- Always open to new ideas and fresh perspectives
- Prefers to ask questions via phone
- Responds to emails quickly
- Able to pay all invoices quickly



GOALS:

- Improving quality of relationships with customers
- Encouraging customers to invest in their long-term health
- Getting more customers in general
- Sharing referrals between the various businesses he's created
- Better delegation, more time to focus on what he does best (public speaking)

CHALLENGES:

- Lead generation
- Not sure whether marketing is working
- Insufficient marketing analytics, not doing A/B split testing
- Usually very busy
- Frequently pulled into various directions
- Customers are frequently looking for quick fixes vs. long-term solutions

HOW I HELP:

- Inbound marketing helps create and nurture more lasting relationships
- Create more clearly-defined avatars/target audience
- Showing exact marketing ROI
- XDude-quality videos make sure that people watch 100%
- Wide range of skills allow faster speed to market

REAL QUOTES:

- Says "new client acquisition" instead of "getting customers"
- "Lead generation isn't meeting my aggressive entrepreneurial spirit"
- "To secure distinct lead generation campaigns with detailed analytics, proper A/B testing on conversion"

COMMON OBJECTIONS:

- Cost per unit (wants to purchase in bulk)

MESSAGING (PRODUCT NAME):

Client Attraction Blueprint

ELEVATOR PITCH:

My Client Attraction Blueprint removes the question-marks on your marketing ROI and helps you nurture long-lasting relationships with leads, to help you acquire higher-quality clients without costing you an arm and a leg.