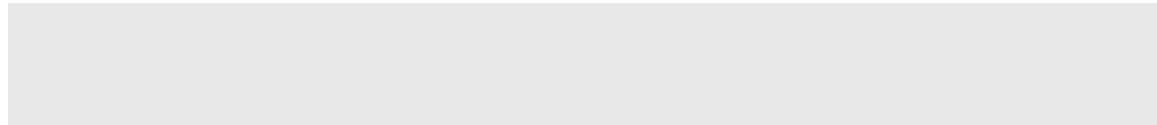




Dream About

YOUR DREAM CUSTOMER



Goals & Values

Goals

Values

Demographics

Age

Gender

Marital Status

#/Age of Children

Location

Occupation

Job Title

Annual Income

Level of Education

Any other details to note

Quote from your dream customer

Challenges & Pain Points

Challenges

Pain Points

Sources of Information

Books

Magazines/Pubs

Blogs/Websites

Orgs/Conferences

Tools/Resources

Gurus

Other

Objections & Role in Purchase Process

Objections to the sale

Role in the Purchase Process