



Ideal Customer

Demographics

Age, Gender:

Education:

Marital Status, Children:

Household Income:

Open to Product Line:

Psychographics

Biggest Fear, Frustration, Pain:

Wants, Needs, Hot Buttons:

Positive Qualities

Circle of Influence:

Willingness to Refer, Network With and for You:

\$ Resources, Willingness and Desire to BUY:

Loyalty to You and Your Product Line: