

**Pains/Problems**  
What problems does your customer have?

**At What Price?**  
What is the price he pays because of those problems?

**Wants / Desires**  
What does the customer want or desire?

**Demographics**

What is the customer's age, sex, socio-economic status, marital status, etc.?

**Fears / Concern**  
What does the customer fear?  
What keeps him up at night?

**Beliefs & Thoughts**

What beliefs does your customer hold and what thought run through his head?

**Affiliations**  
What organizations or groups does your customer affiliate himself with? Or want to be affiliated with?

**Influencers**  
Who has some affect on your customer's decision-making process?

**Where to Find**

Where and how can you identify the customer?

**Power Phrases**

What are words that make an emotional impact on your customer?

**Driving Forces**

What forces drive your customer? What makes him move?

**Hobbies & Interests**

What does your customer like to do in his free time?

**Decision Making Process**  
What decision making process does your customer use when deciding about the type of product you are trying to sell?

**Buying Criteria**  
What criteria does your customer use when deciding about the type of product you are trying to sell?



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