

Multi-Passionate Customer Profiles

1. Male or female?
2. How young? Ranges do not count – what age, exactly?

3. Single, married, or...? _____
4. Educated? To what level? What did she study?

5. Working? Where? Doing what? Is it a job or a career?
Does she like it? _____
6. What words does she use to describe herself?

7. What's her immediate goal? Her five-year goal? _____
8. What are her dreams and aspirations? _____
9. What obstacles stand in the way of these dreams and aspirations?

10. What ultimate outcome does she want from your product or service, if she were to buy it?

11. What behaviors are typical of her? _____
12. What does she like read? What does she like to watch? What does she listen to?
Who does she listen to? _____
13. What keeps her up at night? _____
14. What are her strongest desires? _____
15. What is her biggest worry or fear in general? _____
16. What is her biggest worry or fear about buying "the kind of thing you sell"?

17. What is her biggest worry or fear about buying from you, specifically?

18. What does she value the most? _____
19. Give her a name : _____



Customer # _____

PRINT 3 COPIES OF THIS PAGE (more if you have more customers in your family)

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Add labels – these help identify the role of each customer within the family:

Leader	Doesn't make decisions	Networker
Follower	Makes decisions	Has expert knowledge
Buyer	Has more power in the group	Is a beginner/learner
Seller	Has less power in the group	Strong opinions
Thinker	Has the most money in the family	Open-minded
Doer	Has the least money in the family	Introduces change
Resists change		

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1. Identify relationships between customers:

2. How does this customer know the others?

3. What does this customer want from the others?

4. What does this customer offer to the others?

BONUS: How can you facilitate the relationships between this customer and the others?



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