When you answer these questions, you’re defining your ideal buyer persona, the kind of person you’d most like to work with and who’s most qualified to work with you (i.e., who will get the best results)

### Demographic and Basic Profile

<table>
<thead>
<tr>
<th>Quality</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Education (High School, College, Post-Graduate Degree)</td>
<td></td>
</tr>
<tr>
<td>Profession (what does he/she do?)</td>
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<tr>
<td>Geographic Location</td>
<td></td>
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<tr>
<td>Online Activity (propensity to use technology and/or be early adopter)</td>
<td></td>
</tr>
<tr>
<td>Ideal Qualities</td>
<td></td>
</tr>
<tr>
<td>Nightmare Qualities</td>
<td></td>
</tr>
</tbody>
</table>

### Psychographics/Personal Psychology

<table>
<thead>
<tr>
<th>Quality</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>Your Ideal Buyer Wants</strong></td>
<td></td>
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<tr>
<td>If he/she could snap fingers and <strong>make three changes in this life happen immediately</strong>, what would they be?</td>
<td></td>
</tr>
<tr>
<td><strong>Your Buyer’s Innermost Frustrations</strong></td>
<td></td>
</tr>
<tr>
<td>What are his/her <strong>biggest frustrations</strong>?</td>
<td></td>
</tr>
<tr>
<td>What is his/her <strong>biggest fear</strong>?</td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Answer</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
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<tr>
<td>What is the <strong>conversation inside your ideal buyer’s head</strong>? What does he/she say to himself/herself about the problems he/she has?</td>
<td></td>
</tr>
<tr>
<td>What is your <strong>buyer’s perspective on their life</strong>? From that perspective, <strong>how does he/she perceive you</strong>?</td>
<td></td>
</tr>
<tr>
<td>What <strong>must your buyer believe about you and your product or service</strong> to buy from you?</td>
<td></td>
</tr>
<tr>
<td>How must your <strong>buyer feel in order to buy</strong> from you?</td>
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<tr>
<td>What <strong>myths does he/she currently have about your product or service</strong> that you will shatter?</td>
<td></td>
</tr>
<tr>
<td>What <strong>core objections</strong> does she have about your product or service <strong>that would cause him/her to not buy</strong>?</td>
<td></td>
</tr>
<tr>
<td><strong>What are his/her biggest inner conflicts</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Ideal Attributes:</strong></td>
<td></td>
</tr>
<tr>
<td>What are the <strong>ideal attributes of an individual who would buy</strong> your product?</td>
<td></td>
</tr>
<tr>
<td>Is there <strong>anything else that would limit (or prevent) a person from producing the result</strong> they need with your product?</td>
<td></td>
</tr>
</tbody>
</table>