

Creating Your Prospect Profile

The L.E.A.D. Blueprint

AT A GLANCE

1 Lay The Foundation

This includes developing your prospect profile, detailing their value identifiers, and defining your unique selling proposition.

2 Elevate

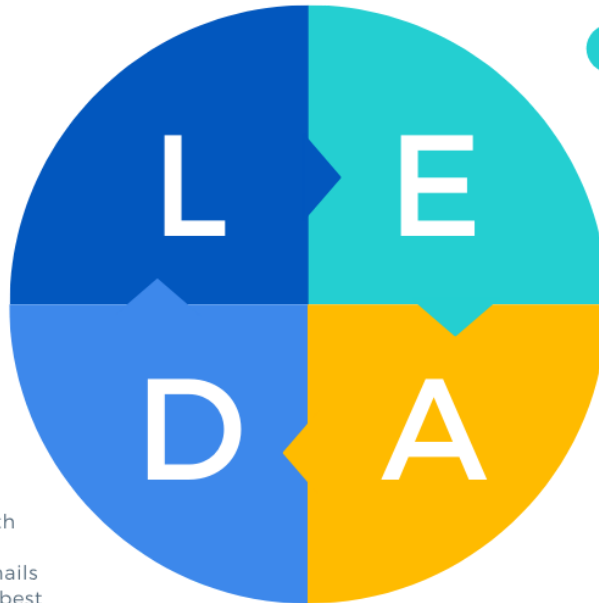
Position yourself online to appeal to your ideal prospects. This includes your social media profiles, the content you share, and how to best get your message through all the noise.

4 Develop Relationships

Fill your calendar with sales opportunities through personal emails sent directly to your best prospects.

3 Attract Prospects

Zero in on the best prospects and add them to your database of contacts.



WORKBOOK

Creating Your Prospect Profile

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Prospect Profile Development

If you don't identify and understand who you are trying to target when you are building your Lead Generator system, then you are probably not going to have much success.

Creating a prospect profile helps you in gathering as much information as possible on your ideal prospect so you can truly understand their wants and needs and what makes them tick.

And therefore what type of messaging and content will get them to connect and ultimately interested in discussing how you are able to help.

The key areas you need to focus on when creating your Prospect Profile:

- Personal Demographics
- Professional Demographics
- Professional Responsibilities and Pain Points

Writing all this info down helps you hone in on the best people to connect with and provides valuable insights on how you are going to approach and overall it will help you deliver more focused and effective messaging campaigns.

Some of these demographics/attributes may not be important to your situation and if so there's no need to include them in your unique prospect profile.

You only need to include the ones that will be beneficial in either helping you find them online or helping you provide more tailored messaging that calls them out specifically as a person or organization that you can help.

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Prospect Questions

Consider the following questions when developing your prospect profile:

1. *What does your dream client look like? Brainstorm a list of everything that comes to mind.*

2. *Look at your past clients. What do these people (or companies) have in common? Detail that below:*

3. *Look at your BEST clients. Why did you love working with them? What types of results or outcomes did you help them achieve? Describe them below:*

Personal Demographics

Fill out the personal demographics of your ideal prospect below:

Age:

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Gender:

Location:

Marital Status:

Family Size:

Occupation:

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Professional Demographics

Fill out the professional demographics of your ideal prospect (or company target) below:

Job Title:

Industry:

Company Size (Number of Employees):

- ☐ ☐ 1-10
- ☐ ☐ 11-50
- ☐ ☐ 51-200
- ☐ ☐ 201-500
- ☐ ☐ 501-1000
- ☐ ☐ 1001-5000
- ☐ ☐ 5001-10000
- ☐ ☐ 100000+

Company Revenue:

- ☐ ☐ \$0-1M
- ☐ ☐ \$1-10M
- ☐ ☐ \$10-50M
- ☐ ☐ \$50-100M
- ☐ ☐ \$100-250M

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- ☐ ☐ \$250-500M
- ☐ ☐ \$500-1B
- ☐ ☐ >\$1B

Any specific Companies (named accounts) to target?:

Professional Responsibilities and Pain Points

Fill out the details to put yourself in the shoes of your ideal prospect below:

Job Duties and Descriptions:

Describe the pain points of your prospect? What frustrates them in achieving their work goals? What causes them stress? Or wastes their time? Or costs their department money?:

Perceived barriers to solving these pains.

What actions have they taken to try and solve these problems beforehand?:

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Why have other attempts to solve this failed?:

Who do they report to/is there anyone else involved in purchasing decision?:

ACTION ITEMS

What you should be working on...

Once you have a fully completed prospect profile, then you can move on to discovering your prospect's value identifiers.