





9. The major benefits my customers get from doing business with me rather than doing business with my competitors, doing it themselves, or from my product rather than my competitor's products. It's what makes doing business with me "unique", and it's why a prospect favors my business instead of my competitors, or doing it themselves, or doing nothing at all:

10. My customer's main concern is:

11. A short, accurate profile of the customer I'd most like to attract:

12. The type of guarantee I offer:

13. The level of service and support I offer:

14. A list of marketing pieces and items:

15. What I would say to "sell" someone my product if they are sitting across the table from me:

16. What keeps my prospects and customers awake at night, makes their stomach upset, and their eyes staring at the ceiling:

17. What my prospects fear most and fear often:

18. What my prospects get angry about and who they get angry at:

19. The three daily frustrations that are at the top of my prospect's list:

20. Trends that are occurring and will occur in my prospects' businesses and lives:

21. Deep down inside, in my prospects' innermost thoughts, this is what they secretly want and desire most:

22. This is the preferred way they make decisions:

23. The buzzwords (jargon, lingo, catch phrases) they use that are specific to their market niche:

24. A list of my competitors, how they are selling to the market, how we compare, and some ideas of why we are unique and special:

25. Offers I've made to my prospects that have not worked well, and why they failed: