

## **Figure Out Who Your Perfect Clients are and Where to Find Them First**

Now that you've created your mix of products and services, the next step is to figure out your "people," your best clients. There are two steps to this process. First, you must understand who they are; second, you need to figure out where to find them.

In doing the work to understand your perfect clients, you need to gather (if you can) two types of information about them: demographic and psychographic. I'm going to quote from my first book, *Passion, Plan, Profit: 12 Simple Steps to Convert Your Passion into a Solid Business*, for a short explanation of the difference between these two kinds of data:

"The first, and by far the cheapest and easiest to get, is demographic information. This is concrete, somewhat objectively reported data, about your potential customers. This is information you would put on a census form or that would be easily gleaned from other public sources like annual reports or 10K Forms filed with the US Securities and Exchange Commission.

For example, demographic data for a business includes things like name, address and zip code of the business; the type of business it is (as classified using the SIC Code—Standard Industrial Classification code), number of employees, names of principals/owners, and even how many computers they have.

Demographic data for a person includes name, address and zip code, valuation of their home, household income, number of children (and maybe number of cars), square footage of home, level of education of the adults in the home, and marital status.

Demographic data can be purchased at [www.infousa.com](http://www.infousa.com) and [www.zapdata.com](http://www.zapdata.com) (among other places). Both sites let you choose the number of data points you need for each record (each person or business), and charge accordingly. (A data point is one piece of information; so the firm name is a data point, their address is another, city, another, etc.)

I once purchased a list of the names, addresses, phone numbers, and how many computers owned, of every engineering firm in the Phoenix area (there were about 450 of them), and it cost less than \$400. Using this list I sent letters to them talking about how we could help make their computer networks more reliable. The letters, and the follow-up phone calls I did after I sent the letters, told the firms about my business and helped me find lots of solid prospects who really cared about keeping their systems up and running, because they had engineers using the computers who billed clients at \$200 per hour and up.

Psychographic data is the other category. This is information such as: Do you prefer Pepsi or Coke? What do you like to do for fun? Who are you more likely to vote for in the next election (or are you likely to vote at all)? Where is your favorite place to shop, eat, drink, play? What radio stations do you listen to

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most frequently? Which TV programs are your favorites? What are you looking for when you buy products or services (Price? Convenience? Quality? Or something else)? What kind of businesses do you like to hire? (Local, multinational, socially responsible, or?) How do you see yourself: technically savvy, trend setter, a person who sits back and waits to see what happens, an early adopter, or?

This data is much more expensive because it's much more labor-intensive to collect. To find psychographic data about people, someone has to ask them directly. This means someone is calling and talking to people on the phone, or the information is gleaned from those warranty cards for appliances, or from some other labor-intensive survey where they ask you what you like to do on the weekends, what movies you like, where you like to go on vacation, or what you like to read".

Charge card companies take your buying records and link them to your demographic data which produces sort of a hybrid demographic/psychographic data set, but that data is also expensive and is usually sold in numbers far bigger than would be useful for a small business.

You can much more easily collect your own psychographic data from your clients (with their permission) using online survey tools like [www.surveymonkey.com](http://www.surveymonkey.com) or [www.zoomerang.com](http://www.zoomerang.com). Or, you could just go talk to them. Take them to coffee or lunch and get to know them more deeply. You will find the most useful information by sitting down and talking to your customers one-on-one. You will probably find information about them that you wouldn't think to ask about, nor would they even think to tell you, because it is so subtle. For example, a friend of mine whose business is helping people write their books, realized that her clients were risk-takers (they wanted to write books, after all), but they also needed reassurance. They liked her because she provided nurturing, along with accountability.

Finding where your perfect customers hang out can be challenging, especially if you know a lot of psychographic information about them, but not much demographic information; or the demographic information doesn't produce a small-enough target market, or worse, isn't that helpful.

Here's what I mean. If you are a high-end landscape designer, you can target your marketing using inexpensive demographic data. You know that the people most likely to buy make a certain income, and live in 4 zip codes in your city. You could, for not too much money, buy a mailing list of these people and send them a monthly postcard, drop off a flyer, or send them a letter (or twelve, since it takes repeated exposures for people to start noticing you). In your case, you don't need to know as much psychographic data about your clients,

because the demographic data is a good predictor of whether they will do business with you or not.

However, say you are an acupuncturist specializing in pain management. You know some demographic information about your clients, such as: they range from ages 23-85, they live within a 20-mile radius of your office, and they are mostly men.

Unless you live in a very small town, the number of men between the ages of 23-85, who also live within a 20-mile radius of your office, is likely to number in the tens or even hundreds of thousands of people. Buying a list of these people would be easy and relatively inexpensive, but using this list to find the right people to market to would be costly, not to mention ineffective. If you hired someone to cold call off this list, your caller would have to wade through hundreds of people before he hit one that would want acupuncture. You could mail information to them, but the cost of mailing even a postcard to 10,000 people would be prohibitive.

The demographic information is interesting (you need to make sure you stock *Sports Illustrated* and *Car and Driver* in your waiting room), but not very helpful in figuring out how to market to your clients.

What is much more helpful in this case is the psychographic information you know about them. You might know that they've tried a lot of other therapies with no success. They get massages twice a month because that's all that's helped. They are open to alternative medicine. They have been to see an orthopedic surgeon. They have put themselves on an organic diet. They have hired a personal trainer who is experienced with back injuries. They joined a gym and work out regularly. They pray about their injuries. They used to enjoy doing a lot more physical activity than they can do now, and they miss it.

This is more useful information, because if you can find people who fit this profile, chances are good they would consider becoming a client.

There are ways to purchase a list of people that sort of approximates the characteristics that I've listed above. A company called Standard Rates and Data Service ([www.srds.com](http://www.srds.com)) assembles a list of all the lists there are in the world, and these lists include the people who subscribe to magazines.

If you knew that your perfect clients are also reading *Yoga Journal* or *Organic Family Magazine*, you could buy a list of their subscribers who are within a 20-mile radius of your

office. To look at SRDS' list of lists you have to pay a subscription fee, then once you find a list you want, you have to pay for it separately. Libraries sometimes subscribe to SRDS; you might be able to go to your local library, do your list search for free, then if you find the list you want and it is reasonably priced, buy it. If your library subscribes to SRDS, this might be worth doing.

There is another way to go about finding your perfect clients in this scenario, and that is to figure out which other businesses your clients do business with. Your acupuncture clients also work with massage therapists, orthopedic surgeons, personal trainers, a gym, possibly a nutritionist. These other businesses might be willing to refer you to the clients they already have, especially if your acupuncture treatment complements what they are already doing, and makes them look good.

Talking to the owners of these other businesses is a perfect place to start. You might even be the catalyst for creating a group of like-minded, trustworthy businesses who all work with similar clients.

As you start to do this work, it helps to have a wide open mind. Your clients may have characteristics that you don't notice because they are second-nature to you. In my case, I didn't notice that my favorite coaching clients were the ones who were deeply skilled at their work, who loved it, who didn't want to employ other people (and thus have to manage them) and who struggled with marketing.

Originally, I thought I would enjoy coaching anyone who owned their own business. I had an epiphany one evening while speaking to a Chamber of Commerce group of small business owners. I was talking about passion and authenticity in business, and they were staring at me. They had no idea what I was talking about because they were simply in business to make money. Passion had nothing to do with it. Making money is a perfectly legitimate reason to be in business. However, people who own small businesses for this reason only, aren't my perfect customers.

There is something else to consider as you begin this work, and that is whether you sell to one person, or one department, but deliver your product or service to someone else.

For example, a client of mine teaches international students to pronounce American English. Universities buy her classes (the Deans of Students specifically), but the consumers of her class are the students themselves. She wants to do a great job for her students, the direct consumers of her work, but she must also understand the needs of the deans who actually

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sign (or authorize) the checks. She must gear her marketing to the people who pay the bills (the deans), and she needs to make sure the consumers are also satisfied.

Now it's time for you to answer these questions about your own perfect clients.

I have created eight worksheets to help you figure out who your perfect clients are. There are sample sheets with an explanation of each characteristic and suggestions of places you can find the information for yourself about your own clients. I have cited completed worksheets from actual businesses, then a set of blank forms for you to fill out for your own business. Don't worry, you won't have to complete all eight of them.

If your perfect clients are other businesses, you will need to complete worksheets one through four. You need to know the demographic and psychographic characteristics of both the businesses *and* the decision makers (hence four worksheets). Look at the first four worksheets below, then fill out the information for your business in the blank forms one-four at the end of the examples.

If you sell to individuals, you will need to complete worksheets five and six which list their demographic and psychographic characteristics. Look at the example worksheets below, then fill out the information for your business in blank forms numbered five and six at the end of the examples.

If your perfect customers are solo entrepreneurs (the people who have a business, are the only employee of that business, and want it to stay that way), you will need to complete worksheets seven and eight. Look at the example worksheets below, then fill out the information for your business in blank forms numbered seven and eight at the end of the examples.

While you do this work, remember that not every demographic and psychographic characteristic listed below may be relevant to you. You may not care how old your perfect client is, or where they live. Pick the characteristics that make sense to you and gather that data first, while keeping an open mind about the characteristics you don't think are relevant. You may find that some of them actually are.

Don't let this work intimidate you. People enjoy talking about who they really are; most will be cooperative and happy to help. I know from personal experience that familiarity with who your perfect customers are, at a deep level, can be profoundly rewarding for you and

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them. The more you know them, the better able you are to help them achieve their goals for themselves, their families, their businesses, and their lives.

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### Form #1: Demographic information about the business (use this if you sell to businesses):

If your perfect clients are other businesses (as opposed to individual consumers or solo entrepreneurs who are people in business for themselves with no employees), the next four sheets are for you. You have to complete four forms because you need to understand both the demographic and psychographic characteristics of the businesses themselves, *and* those same characteristics about the decision maker.

Question	Answer	Where would you find this information?
Type of Business	Do you do business mainly with banks? Shoe repair stores? Telecom companies? Universities? Home-based businesses? Businesses that cater to individual consumers? Service businesses? Manufacturing businesses? This is the place to answer the question: “What types of businesses are we best at helping?” The idea behind this is to make you think about whether your business works with specific kinds of businesses. In the perfect world, you work with an identifiable group of different businesses that can be located using their Standard Industrial Classification Code (SIC Code). To see the definitive list of SIC codes, go to <a href="http://www.osha.gov/pls/imis/sic_manual.html">http://www.osha.gov/pls/imis/sic_manual.html</a> . If you know the SIC codes of the businesses you work with, it’s easier to find a correct list of them.	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> (for the US) <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada) Membership lists from associations (i.e. The Association of Civil Engineering firms or The American Medical Association, etc.) Almost every type of business has an association and will sell or give you their membership list.
Number of Employees	What’s your sweet spot? A sole proprietor? A company with 10-50 employees? The Fortune 50?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> (for the US) <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada)

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Number of certain kinds of employees	Do you sell a product or service directly to sales people? Engineers? Human Resource people? CEOs/CFOs? Marketing Directors? Product Managers?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> (for the US) <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada)
Location	Do your perfect customers need to be within a certain radius of your office, or can you work with anyone who has a telephone, or do you cover a region, or are you national or international?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> (for the US) <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada)
Number of Locations	Do you like to work with businesses that have multiple locations, a single office, or a home-based office?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> (for the US) <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada)
Number of Computers	Do you sell a product or service that is associated with computers (training, support, a specific kind of software, etc.)?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> (for the US) <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada)
Annual Sales	This is another way to measure the size of your perfect customer.	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> (for the US) <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada)

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<p>How profitable are they?</p>	<p>Is this a business with thin margins, like a grocery store, or one that operates at a higher profit margin? Are you the business that can help the business with thin margins, increase their profitability? Or do they need to have a certain level of profitability to afford you?</p>	<p>If the company is public, they are required to publish their financial results quarterly; you can find their information at <a href="http://www.sec.gov">www.sec.gov</a>. If they aren't, you'll have to do research on the web. Most privately-held companies don't release this information to the public. You can sometimes glean it from looking at their offices (cheap vs. expensive furnishings), but not always.</p>
<p>Years in Business</p>	<p>Do you like start-ups, or businesses that have been in business awhile?</p>	<p><a href="http://www.zapdata.com">www.zapdata.com</a>  <a href="http://www.infousa.com">www.infousa.com</a>  <a href="http://www.census.gov">www.census.gov</a> (for the US)  <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada)</p>
<p>Credit Rating</p>	<p>Do you need to work with businesses that have stellar credit, or do you specialize in the ones who don't?</p>	<p>Dun and Bradstreet (<a href="http://www.dnb.com">www.dnb.com</a>)</p>
<p>Specific Business Needs</p>	<p>Do you love to work with businesses who are just implementing a new kind of technology that you specialize in? Do you work with large property management firms who all need the lawns of their big commercial office buildings mowed? In other words, do your best clients all need something specific that you provide?</p>	<p><a href="http://www.zapdata.com">www.zapdata.com</a>  <a href="http://www.infousa.com">www.infousa.com</a>  <a href="http://www.census.gov">www.census.gov</a> (for the US)  <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada)</p>

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Number of Cars	If you work with fleets of vehicles (or install computers in them, or teach employees how to drive company cars defensively, or sell routing software, or only work with a company that has a sales force or a mobile repair force) this will be important to you.	<a href="http://www.zapdata.com">www.zapdata.com</a> or <a href="http://www.infousa.com">www.infousa.com</a>
Reputation	Do you want to work with companies who have a good reputation, or do you like to fix the ones whose reps are broken?	<a href="http://www.betterbusinessbureau.org">www.betterbusinessbureau.org</a>
Own or rent their office space	People who rent might need a commercial real estate broker to find them a new space; owners might need a company to manage the property	<a href="http://www.zapdata.com">www.zapdata.com</a>
Other possible questions:	If you work with professional practices (like doctors, CPAs, lawyers, etc), you might want to know how many partners there are; how many associates, etc.	Associations (American Institute of CPAs as an example)

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Form #2: Psychographic Information about the Business

Question	Answer	Where would you find this information?
What is the “personality” of the business?	Is it serious (like a high-end law firm), playful (like a daycare center or nightclub), earnest (a social justice non-profit)? Is the business a leader in the community or happy to remain anonymous? Are they secretive or open? Are they strictly profit-oriented, or do they define success more broadly?	The firm’s website, blog, Twitter stream, Facebook page, articles written about them (find these on the web), any collateral material (like a brochure) they publish about themselves. You can also talk to their other vendors, especially the ones who don’t compete with you.
What is their “age”?	Do they employ a wide range of ages, or do they employ people predominantly in a specific generation, or two?	The firm’s website, blog, Twitter stream, Facebook page, articles written about them (find these on the web), any collateral material (like a brochure) they publish about themselves. You can also talk to their other vendors, especially the ones who don’t compete with you.
What is their stand on change?	This can be related to their attitude about technology, but not always. Is this a business that embraces change, or resists it?	Research, LinkedIn, other vendors, their collateral material.
How do they feel about technology?	Are they known for being leaders in adopting the latest technologies first, or do they hang back until new technologies are proven?	The firm’s website, blog, Twitter stream, Facebook page, articles written about them (find these on the web), any collateral material (like a brochure) they publish about themselves. You can also talk to their other vendors, especially the ones who don’t compete with you. Or you could just ask them.

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How/where do they like to get information?	Are you more likely to reach them with a Facebook page, or a letter? A blog, Twitter stream, or cold call?	The firm's website, blog, Twitter stream, Facebook page, articles written about them (find these on the web), any collateral material (like a brochure) they publish about themselves. Or ask them.
What is their stance on the environment?	Are they green, or do they think global warming is a conspiracy theory?	The firm's website, blog, Twitter stream, Facebook page, articles written about them (find these on the web), any collateral material (like a brochure) they publish about themselves. Or ask them.
Who do they like to do business with?	Do they prefer to work with large, established companies, new start-ups, mid-sized firms, local firms only?	Ask them
How do they treat their employees?	Are their employees a valued resource or viewed as somewhat of a commodity? Fast food restaurants are a good example of the latter. The restaurant is systemized so it can be run without too much training, and the owners usually expect high turnover. A law firm or other business that employs highly-skilled people may be more likely to view their employees as a valued resource.	Same as above, or find someone who knows someone who works there. LinkedIn can be a good place to find information like this.
How do they view work?	Some companies are known for their long hours, onerous travel schedule, and huge workloads. Others support flexible work hours and days, and are less demanding	The firm's website, blog, Twitter stream, Facebook page, articles written about them (find these on the web), any collateral material (like a brochure) they publish about themselves. You could also ask your network on LinkedIn, or ask them directly.

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How do they buy?	Do they always buy whatever is lowest price? Or do they care more about value, delivery schedule, or other factors?	LinkedIn, or ask vendors who already work for them.
How do they make decisions?	Some firms make decisions by committee; other smaller ones have a single decision maker. This also ties into the culture of the company. Is the company detail-oriented, or do they just want an overview? Frequently, if there are multiple decision makers, one of them (the CEO) will only want the overview; while another (the purchasing manager) will want all the details.	This is also good question to get your LinkedIn network to answer
What is their attitude toward getting help?	Do they do everything in-house, or are they open to hiring people to help them, or even going so far as to outsource functions that aren't their core competency?	LinkedIn, or ask vendors who already work for them.

*Form #3: Demographic information about the decision maker(s)*

Note: These next two forms will help you understand the demographic and psychographic characteristics of the decision makers who run the businesses that are your perfect customers. Since you sell to businesses, you wouldn't buy a list of people with these characteristics. First off, there isn't such a list, and second, the decision maker's characteristics usually aren't relevant to whether or not their company is a perfect customer for you.

Instead, you would target your marketing materials in a way that speaks the language of these decision makers. Understanding both their demographic and psychographic characteristics will help you talk (i.e. market) more effectively to them.

Sometimes the owner delegates the decision to someone else in the company. Even if this is the case with your perfect clients, you still need to pay attention to the owner's characteristics, since the money to purchase your solution will ultimately come out of his or her pocket.

The other interesting reason to pay attention to the characteristics of the decision makers is that sometimes what motivates him or her is completely different than what motivates other people in the company. For instance, a decision maker who is very cautious might be too afraid to buy a new product or service for the business, even if the product/service would help the business be more profitable or more effective. This is when knowing the characteristics of the decision maker can make you a much more effective communicator/marketer.

This is not an invitation to stereotype. (Besides, it doesn't work). All women decision makers in engineering firms aren't trying to be tough (or soft). This is an invitation to do your homework so you can be most useful.

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<b>Question</b>	<b>Answer</b>	<b>Where would you find this information?</b>
Age	Frequently (but not always), a marketing approach that works for a baby boomer isn't as effective as one for a Gen X or Y.	All the information in these questions are best answered either through research on the internet, your LinkedIn network, or direct asking or observation
Sex	Is your product or service most helpful for a male or female, or is this relevant?	Internet research, LinkedIn or observation
Race	Is it important to know this about the decision maker so that it can inform how you market to them?	Internet research, LinkedIn or observation
Address	Knowing what city or neighborhood the decision maker lives in can help you establish rapport with them, or scare them into thinking you're a stalker.	Internet research, LinkedIn or ask
Education level	This can be important if your personal education level is different than that of the decision maker's. If your clients are Harvard grads and you have a GED (or vice versa) you need to know how to speak the language that resonates with your decision maker.	Internet research, LinkedIn or ask
Income Level	This is especially relevant if the decision maker is also the owner. If the business is profitable, you can sometimes assume that the owner is also earning a good living, but that's not always the case. Do you need to know this to market effectively?	Internet research or LinkedIn. Tough to ask this question outright.
Marital Status	Do you need to know this to be more effective?	Internet research, LinkedIn, or observation

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Religion	This is a touchy subject, but may be relevant to your marketing. A racy marketing campaign may alienate a deeply religious decision maker. And vice versa.	Ask or observe
Number of Children	Do you need to know this to be more effective?	Ask

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Form #4: Psychographic information about the decision maker

Question	Answer	Where would you find this information?
What is the personality of the decision maker?	Knowing if the decision maker is an introvert or extravert, thinking or feeling type, is key to marketing to them in a way they will understand and enjoy.	For the answers to all the following questions, you will need to talk to someone who knows the decision maker (another good use of LinkedIn), do research on the internet and infer the answers from that, or ask.
What is their stand on change?	This is important to know if you are working with someone who is change-averse (in which case you will need to help them understand that the pain of not changing outweighs the fear of change). If the decision maker enjoys change, you can focus on how your solution will bring needed, valuable and welcome change to their business.	LinkedIn or ask
Who do they like to do business with?	Just like the company itself: does the decision maker like to deal with local, regional, national, or international firms?	LinkedIn or ask
What will make them feel secure about you?	Does he or she want to hear from a lot of different people in your firm to get a view of the breadth of the firm's expertise, or does the decision maker need to know about your personal expertise?	LinkedIn or ask

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How much information do they want?	Some people need and can assimilate massive amounts of data; others just want the high-level overview. Beware, again, if the decision maker only requires the high-level overview. She is likely to have someone involved in the buying process who wants all the details	This will come from conversations you have with the decision maker.
How do they view the sales process?	Is the sales process hand-to-hand combat over pricing? Does your perfect customer enjoy negotiating, or do you prefer doing business with people who understand your prices are set? Does the decision maker thrive on getting the lowest price, or is delivery, quality, or some other factor more important?	LinkedIn or ask
How do they make decisions?	Does the decision maker decide alone, or does he like input from other people in the company, or is the decision to hire your company made by a committee?	LinkedIn or ask
What is their attitude toward getting/using help?	Does the decision maker believe in outsourcing functions outside their core competencies, or does she want to do everything in-house?	LinkedIn or ask
How do they treat their employees?	How does the decision maker himself view employees? Like a commodity, or valued resource, or something in between?	Ask people who work there.
What is their stance on the environment?	Is the decision maker green? Or some other shade?	LinkedIn or ask

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How do they view work?	You might want to do business with people who view work as sacred, or that might not be relevant to you at all.	Ask people who work there
Level of Activity	Does your perfect decision maker work long, hard hours, or is he relaxed and balanced?	LinkedIn or ask
Social Status	Do you need to know the social status of the decision maker to communicate effectively? Or do you work best with decision makers of a particular social status?	LinkedIn or ask
Sexual Orientation	Do you work best with gay or lesbian decision makers?	Observation
Interests/Hobbies	Do you work best with decision makers who pursue certain specific hobbies or interests	LinkedIn or ask
How do they view technology?	Do you work best with tech-savvy decision makers, or do you turn technophobes into technophiles? Does your perfect decision maker need a certain level of technical know-how to understand your product or service?	Observation, talk to people who work for him
What is their attitude toward money?	Is your perfect decision maker cavalier about money, wanting to pay attention to the high-level accounting information only, or does she believe in 100% clarity about where the money comes and goes, and is highly detail-oriented in this area?	Observation of the decision maker, ask people who work for her

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<p>How/where do they like to get information?</p>	<p>Is this decision maker likely to follow your tweets on Twitter, or look up your Facebook Page, or does he expect you to send him a letter through the mail, receive a cold call, go first to your website, or something else?</p>	<p>This is something you can find out from the people who work for him.</p>
<p>Do the psychographic characteristics of the decision maker match those of the company itself?</p>	<p>If your product or service changes the culture of companies, you might look for a decision maker (possibly recently appointed to his position) whose characteristics don't match those of the company he works for.</p>	<p>Research first, then conversation with the decision maker</p>

## Demographic/Psychographic Characteristics of Your Perfect Clients

### *Form #5: Demographic information about the individual/consumer*

If you sell to individual consumers, these next two forms are for you.

This first form will help you gather the demographic information about your perfect customers. This isn't an effort to stereotype people. What you are trying to do is be conscious of the characteristics of your best clients. If you make an organic hair care product that works best in Asian hair, that is simply a fact. If your product or service works best for people between the ages of 50-60, or for urban African American teenagers (and people who want to emulate them), be honest about it.

Question	Answer	Where would you find this information?
Age	Does your product or service work best with a certain age group?	You can purchase lists of people who fit your demographic criteria through these two companies, plus the US Census Department (for the US). The bottom URL is for information on the Canadian census: <a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> <a href="http://www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm">www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm</a>
Sex	Is your product or service more helpful for a male or female, or is this relevant?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> <a href="http://www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm">www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm</a> (for Canada)

Demographic/Psychographic Characteristics of Your Perfect Clients

Race/Ethnicity	Does your product or service cater to a specific race or ethnicity?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> <a href="http://www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm">www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm</a> (for Canada)
Address	Does your client need to work with you face-to-face, or can you work with people anywhere in the world, or is somewhere in the middle?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> <a href="http://www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm">www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm</a> (for Canada)
Education level	Do you do best with people who are highly-educated, or the reverse?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> <a href="http://www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm">www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm</a> (for Canada)
Income Level	What income level do you serve best?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> <a href="http://www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm">www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm</a> (for Canada)

Demographic/Psychographic Characteristics of Your Perfect Clients

Marital Status	Do you work best with single people? Married? Divorced?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> <a href="http://www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm">www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm</a> (for Canada)
Religion	Do you work best and most effectively with people of a certain religion?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> <a href="http://www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm">www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm</a> (for Canada)
Number of Children	Do your perfect clients have children, a certain number of them, or no children?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> <a href="http://www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm">www12.statcan.ca/census-recensement/2006/rt-td/index-eng.cfm</a> (for Canada)

Demographic/Psychographic Characteristics of Your Perfect Clients

Form #6: Psychographic information about the individual/consumer

Question	Answer	Where would you find this information?
What is the personality of your customer?	Knowing if your perfect client is an introvert or extravert, thinking or feeling type, is key to marketing to them in a way they will understand and enjoy..	If you have a relationship with your customers, you can ask them to take a 10-minute test called the Myers-Briggs type indicator, found here: <a href="http://www.humanmetrics.com/cgi-win/JTypes2.asp">http://www.humanmetrics.com/cgi-win/JTypes2.asp</a> . Or you can read any of a host of books about the Myers-Briggs type indicator such as <i>Please Understand Me</i> ; and make your own observations.
What is their stand on change?	Do you work best with people who embrace change, resist it, or are ready to change but don't know where to start (which is where you come in)?	You could survey your existing or potential perfect clients with an on-line survey tool at <a href="http://www.zoomerang.com">www.zoomerang.com</a> or <a href="http://www.surveymonkey.com">www.surveymonkey.com</a> . You create the questions in the survey and email them to your clients
Who do they like to do business with?	Does your perfect client want to work with you because you are a local business? Or because you have lots of regional, national or international locations?	Online survey tools: <a href="http://www.zoomerang.com">www.zoomerang.com</a> <a href="http://www.surveymonkey.com">www.surveymonkey.com</a> Or ask them

## Demographic/Psychographic Characteristics of Your Perfect Clients

<p>What do they need from you to feel secure in your expertise?</p>	<p>Is your perfect client looking for you to be a big company with a lot of expertise (and people) in the thing they are hiring you to make or do? Or does your perfect client want to verify your expertise only? How do they want to verify your expertise? Testimonials, references, certifications, or?</p>	<p>Online survey tools:  <a href="http://www.zoomerang.com">www.zoomerang.com</a>  <a href="http://www.surveymonkey.com">www.surveymonkey.com</a>                      Or ask them</p>
<p>How much information do they want?</p>	<p>Do you like working with people who want to know every detail, or would you rather work with people who only want the overview?</p>	<p>This information can be gathered directly, by asking.</p>
<p>What will make them feel secure about you?</p>	<p>Does he or she want to hear from a lot of different people in your firm to get a view of the breadth of the firm's expertise, or does the decision maker need to know about your personal expertise?</p>	<p>This is something you would also ask in a first or second meeting with your potential client.</p>
<p>How do they view the sales process?</p>	<p>Is the sales process hand-to-hand combat over pricing? Does your perfect customer enjoy negotiating, or do you prefer doing business with people who understand your prices are set? Does the decision maker thrive on getting the lowest price, or is delivery, quality, or some other factor more important?</p>	<p>Gather this information during your initial meeting with your client. You can also ask your existing clients as part of a survey.</p>

## Demographic/Psychographic Characteristics of Your Perfect Clients

<p>How do they make decisions?</p>	<p>In the case of the individual consumer, do other people have input into his/her decisions? The spouse, children, family attorney, father/mother/other family member? Do you sell to one person (the parent, for instance), but deliver the product to someone else (the children, the family dog, the aging grandparent)? Do you need to take more than just your direct customer into account?</p>	<p>Survey, and/or ask or observe as you work with them.</p>
<p>What is their attitude toward getting/using help?</p>	<p>Does your perfect customer believe in getting help, or does she like to think she can do everything by herself? To use an extreme example, your perfect customer might be an alcoholic or an addict. Walking up to someone like that and saying “You need help,” will make them run the other way. Is your perfect customer like this—he needs help but doesn’t want to admit it? Do you need to whisper in his ear instead of confronting him head-on? Or do your perfect customers know they need help and are happy to ask, use and pay for it?</p>	<p>This can be a touchy thing to talk about, especially if your perfect customer needs help but doesn’t want to ask. This is a perfect issue to ask of customers you already have.</p>
<p>What is their stance on the environment?</p>	<p>Are your perfect customers so concerned about the environment that they aren’t willing to work with a company who is not green?</p>	<p>Ask your prospective clients directly, or use the survey tools to ask your existing clients</p>

## Demographic/Psychographic Characteristics of Your Perfect Clients

What is their political stance?	Do you work best with Republicans, Democrats, Libertarians, progressives, right or left-leaning, conservatives or liberals? Is any of this relevant to you?	Ask directly
What is their religion?	A friend of mine who is a coach and of the LDS religion, works a lot with other LDS clients	You can be up front about your religion in your marketing materials, which will attract other people of the same faith. You can also learn this through observation; many religions have a unique vocabulary; you can pick this up in your conversations with people.
How do they view work?	Is your perfect client dedicated to work and needs you to help him have more fun/buy a car in ten minutes/remodel the house, or help him with something else because he works so much? Or is your perfect client relaxed about work, or perhaps doesn't work at all? Or does your perfect client view work as sacred, or a way to put food on the table?	The answer to this question is more easily observed than asked directly. Many people think they should be dedicated to work and may not report their attitude about it accurately.
Level of Activity	Are you looking for someone with a lot of energy, or someone more laid-back?	Also more easily observed than asked directly. At least in the US, we're all supposed to be go-getters.

## Demographic/Psychographic Characteristics of Your Perfect Clients

Social Status	Does your business serve people of a certain social status the best?	This can be confused with income level, which is data that you can purchase from <a href="http://www.infousa.com">www.infousa</a> , or <a href="http://www.zapdata.com">www.zapdata.com</a> . However, social status can be unrelated to income. This is information that some people feel is in bad taste to reveal (or might fib about if asked directly). Ask your existing clients how to gather this information most effectively.
Sexual Orientation	Is your business geared toward gay, lesbian, transgendered, bisexual or straight people specifically?	Some people consider being asked this question intrusive, others don't care. If this question is relevant to you, ask your existing clients how to ask your prospects this question.
Interests/Hobbies	Does your business cater to people who enjoy certain hobbies or pursue specific interests?	Ask directly
How do they view technology?	Do you work best with tech-savvy people, or do you turn technophobes into technophiles? Does your perfect customer need a certain level of technical know-how to understand your product or service?	Ask or observe.

## Demographic/Psychographic Characteristics of Your Perfect Clients

<p>What is their attitude toward money?</p>	<p>Does your perfect client start out being cavalier about money, then your firm helps him become a saver? Or do you work with people who have perfect clarity about their money and know exactly what they want to do with what they have?</p>	<p>This is another area where people sometimes report how they think they should be, rather than how they actually are. You can talk to your existing clients about how to ask your prospective clients about their money habits and attitudes.</p>
<p>How/where do they like to get information?</p>	<p>Is your perfect client likely to look you up on Facebook to see if your business has a page? Or look you up to see if you use Twitter? Or read your blog or someone else's blog, or want to get a letter from you in the mail? Or do they want to learn about you from a trusted advisor, a friend, a co-worker, a neighbor, a business-owner in their same business?</p>	<p>Ask</p>

*Form #7: Demographic information about the solo entrepreneur*

If your perfect client is the solo entrepreneur (a person who is in business for himself with no employees), the next two sheets are for you.

<p>Type of Business</p>	<p>Do you do business with solo entrepreneurs who want to stay small, or ones who want to get huge, or ones in service businesses only (what types of services?), or ones trying to launch a product? Do you want to work with solos who enjoy their work and want to figure out how to outsource everything else, or ones who like the business side of business and who aren't tied to the kind of business they have?</p> <p>This is the place to answer the question: "What types of solo entrepreneurs are we best at helping?" In the perfect world, you work with an identifiable group of different businesses that can be located using their Standard Industrial Classification Code (SIC Code). To see the definitive list of SIC codes, go to <a href="http://www.osha.gov/pls/imis/sic_manual.html">http://www.osha.gov/pls/imis/sic_manual.html</a>. If you know the SIC codes of the businesses you work best with, it's easier to find a correct list of them. Finding solopreneurs by SIC code is a bit more difficult, because many of them are service businesses which may be lumped together under one code.</p>	<p><a href="http://www.zapdata.com">www.zapdata.com</a>  <a href="http://www.infousa.com">www.infousa.com</a>  <a href="http://www.census.gov">www.census.gov</a> (for the US)  <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada)                      Chambers of Commerce (Boards of Trade in Canada) are filled with solo entrepreneurs, as are Small Business Associations (for instance, Phoenix has the Arizona Small Business Association).</p>
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## Demographic/Psychographic Characteristics of Your Perfect Clients

Location	Do your perfect customers need to be within a certain radius of your office, or can you work with anyone who has a telephone, or do you cover a region, or are you national or international?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> (for the US) <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada)
Annual Sales	This is another way to measure the size of your perfect customer.	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> (for the US) <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada)
How profitable are they?	Are you the business that can help the solopreneur increase his profitability? Or does your perfect customer need to be at a certain level of profitability to afford you?	Very few, if any, solopreneurs make this information public. You will need to make it clear in your marketing which type you prefer, so they will self-select
Years in Business	Do you like start-ups, or businesses that have been in business awhile?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> (for the US) <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada)
Credit Rating	Do you need to work with businesses that have stellar credit, or do you specialize in the ones who don't?	Dun and Bradstreet ( <a href="http://www.dnb.com">www.dnb.com</a> )

## Demographic/Psychographic Characteristics of Your Perfect Clients

Specific Business Needs	Do you love to work with businesses who are just implementing a new kind of technology that you specialize in? In other words, do your best clients all need something specific that you provide?	<a href="http://www.zapdata.com">www.zapdata.com</a> <a href="http://www.infousa.com">www.infousa.com</a> <a href="http://www.census.gov">www.census.gov</a> (for the US) <a href="http://www.canadabusiness.ca/eng/88/">www.canadabusiness.ca/eng/88/</a> (for Canada), or an association list
Reputation	Do you want to work with companies who have a good reputation, or do you like to fix the ones whose reps are broken?	<a href="http://www.betterbusinessbureau.org">www.betterbusinessbureau.org</a>
Own or rent their office space (or work from home)	Do you want to work with solopreneurs who work out of their homes, or ones with offices?	Your area may have an association of home-based businesses that will let you buy their list, or may even give it to you.

Demographic/Psychographic Characteristics of Your Perfect Clients

Form 8: Psychographic information about the solo entrepreneur

Question	Answer	Where would you find this information?
What is the “personality” of the solo entrepreneur’s business?	Most times the personality of the owner and the personality of her business match. What kind of personality do you work best with? Playful, serious, eccentric, quiet, fun-loving, thorough, detail-oriented, technical? Spend time thinking about multiple adjectives to describe the personality of the business and its owner to make sure you get a full picture.	The firm’s website, blog, Twitter stream, Facebook page, articles written about them (find these on the web), any collateral material (like a brochure) they publish about themselves. You can also talk to their other vendors, especially the ones who don’t compete with you.
What is the personality of the solopreneur?	Knowing if the solopreneur is an introvert or extrovert, thinking or feeling type, is key to marketing to them in a way they will understand and enjoy.	You will need to talk to someone who knows the person, or do research on the internet and infer the answers from that.
What is their age?	Do you work best with people of a specific age?	The firm’s website, blog, Twitter stream, Facebook page, articles written about them (find these on the web), any collateral material (like a brochure) they publish about themselves. You can also talk to their other vendors, especially the ones who don’t compete with you. Normally this is a demographic question, but it’s challenging to find out the age of the solo entrepreneur in the context of their business.
What is their stand on change?	This can be related to their attitude about technology, but not always. Is this a solo entrepreneur that embraces change, or resists it?	Research, LinkedIn, other vendors, their collateral material.
How do they feel about technology?	Do your perfect clients adopt the latest technologies first, or do they hang back until new technologies are	Research, LinkedIn, other vendors, their collateral material, or you could just ask

## Demographic/Psychographic Characteristics of Your Perfect Clients

	proven?	them.
What is their stance on the environment?	Are they green, or do they think global warming is a conspiracy theory?	Research, LinkedIn, other vendors, their collateral material, or you could just ask them.
Who do they like to do business with?	Do they prefer to work with large, established companies, new start-ups, mid-sized firms, local firms only?	Research, LinkedIn, other vendors, their collateral material, or you could just ask them.
How do they buy?	Do they always buy whatever is lowest price? Or do they care more about value, delivery schedule, or other factors?	Research, LinkedIn, other vendors, their collateral material, or you could just ask them.
What will make them feel secure about you?	What does the solo entrepreneur need to know about you? Does he need testimonials, certifications, recommendations from people he knows and trusts?	You can ask this question when you talk to your potential perfect customer for the first or second time
How much information do they want?	Some people need and can assimilate massive amounts of data; others just want the high-level overview. This will be closely related to the solopreneur's personality type.	This will come from conversations you have with them
Religion	Do you work best with someone of a certain religion, or no religion?	Observation
Interests/Hobbies	Do you work best with solos who pursue certain specific hobbies or interests?	Ask them
How do they view technology?	Do you work best with tech-savvy solo entrepreneurs, or do you turn technophobes into technophiles? Does your perfect customer need a certain level of technical know-how to understand your product or service?	Observation, ask directly

## Demographic/Psychographic Characteristics of Your Perfect Clients

<p>What is their attitude toward money?</p>	<p>Is your perfect client cavalier about money, wanting to pay attention to the high-level accounting information only, or does she believe in 100% clarity about where the money comes and goes, and is highly detail-oriented in this area? Does he need you to help him understand his business numbers, or does your perfect client already know exactly what's going on with his business numbers?</p>	<p>This is another area where people sometimes report how they think they should be, rather than how they actually are. You can talk to your existing clients about how to ask your prospective clients about their money habits and attitudes.</p>
<p>How do they view the sales process?</p>	<p>Is the sales process hand-to-hand combat over pricing? Does your perfect customer enjoy negotiating, or do you prefer doing business with people who understand your prices are set?</p>	<p>Gather this information during your initial meeting with your client. You can also ask your existing clients as part of a survey.</p>
<p>How do they make decisions?</p>	<p>Does your solo entrepreneur rely on other people to help him make decisions (such as an attorney, financial advisor, wife, husband, CPA, or other)? Do you sell to one person (the parent, for instance), but deliver the product to someone else (the children, the family dog, the aging grandparent)? Do you need to take more than just your direct customer into account?</p>	<p>Survey, and/or ask</p>

## Demographic/Psychographic Characteristics of Your Perfect Clients

<p>What is their attitude toward getting/using help?</p>	<p>Does your perfect customer believe in getting help, or does she like to think she can do everything by herself? To use an extreme example, your perfect customer might be an alcoholic or an addict. Walking up to someone like that and saying “You need help,” will make them run the other way. Is your perfect customer like this—he needs help but doesn’t want to admit it? Do you need to whisper in his ear instead of confronting him head-on? Or do your perfect customers know they need help and are happy to ask, use and pay for it?</p>	<p>This can be a touchy thing to talk about, especially if your perfect customer needs help but doesn’t want to ask. This is a perfect issue to get advice from customers you already have.</p>
<p>How do they view work</p>	<p>Is your perfect client dedicated to work and needs you to help him have more fun/buy a car in ten minutes/remodel the house, or help him with something else because he works so much? Or is your perfect client relaxed about work, or perhaps doesn’t work at all? Or does your perfect client view work as sacred, or a way to put food on the table?</p>	<p>This question is more easily observed than asked directly. Many people think they should be dedicated to work and may not report their attitude about it accurately.</p>
<p>Level of Activity</p>	<p>Are you looking for someone with a lot of energy, or someone more laid-back?</p>	<p>Also more easily observed than asked directly. At least in the US, we’re all supposed to be go-getters.</p>

## Demographic/Psychographic Characteristics of Your Perfect Clients

Social Status	Does your business serve people of a certain social status the best?	This can be confused with income level, which is data that you can purchase from <a href="http://www.infousa.com">www.infousa</a> , or <a href="http://www.zapdata.com">www.zapdata.com</a> . However, social status can be unrelated to income. This is information that some people feel is in bad taste to reveal (or might fib about if asked directly). Ask your existing clients how to gather this information most effectively.
Sexual Orientation	Is your business geared toward gay, lesbian, transgendered, bisexual or straight people specifically?	Some people consider being asked this question intrusive, others don't care. If this question is relevant to you, ask your existing clients how to ask your prospects this question.
How/where do they like to get information?	Is your perfect client likely to look you up on Facebook to see if your business has a page? Or look you up to see if you use Twitter? Or read your blog or someone else's blog, or want to get a letter from you in the mail? Or do they want to learn about you from a trusted advisor, a friend, a co-worker, a neighbor, a business-owner in their same business?	You can use the search function in Twitter to see if your perfect clients are already there, or follow the steps to create a Facebook ad. This is yet another question to ask your existing clients, also.

## Demographic/Psychographic Characteristics of Your Perfect Clients

The following pages are the forms you've just read about above, except they're blank, just waiting for you to complete them for your own perfect customers.

### *Form #1: Demographic information about the business:*

Question	Answer	Where would you find this information?
Type of Business		
Number of Employees		
Number of certain kinds of employees		
Location		
Number of Locations		
Number of Computers		
Annual Sales		
How profitable are they?		
Years in Business		
Credit Rating		
Specific Business Needs		
Number of Cars		
Reputation		

## Demographic/Psychographic Characteristics of Your Perfect Clients

Own or rent their office space		
Fill in your own questions here		

Demographic/Psychographic Characteristics of Your Perfect Clients

*Form #2: Psychographic Information about the Business*

Question	Answer	Where would you find this information?
What is the “personality” of the business?		
What is their “age”?		
What is their stand on change?		
How do they feel about technology?		
How/where do they like to get information?		
What is their stance on the environment?		
Who do they like to do business with?		
How do they treat their employees?		
How do they view work?		
How do they buy?		
How do they make decisions?		
What is their attitude toward getting help?		

## Demographic/Psychographic Characteristics of Your Perfect Clients

Fill in your own questions here:		

Demographic/Psychographic Characteristics of Your Perfect Clients

Form #3: Demographic information about the decision maker(s)

Question	Answer	Where would you find this information?
Age		
Sex		
Race		
Address		
Education level		
Income Level		
Marital Status		
Religion		
Number of Children		
Other demographic questions that would make sense for you to know:		

Demographic/Psychographic Characteristics of Your Perfect Clients

*Form #4: Psychographic information about the decision maker*

<b>Question</b>	<b>Answer</b>	<b>Where would you find this information?</b>
What is the personality of the decision maker?		
What is their stand on change?		
Who do they like to do business with?		
What will make them feel secure about you?		
How much information do they want?		
How do they view the sales process?		
How do they make decisions?		
What is their attitude toward getting/using help?		
How do they treat their employees?		
What is their stance on the environment?		
How do they view work?		
Level of Activity		

## Demographic/Psychographic Characteristics of Your Perfect Clients

Social Status		
Sexual Orientation		
Interests/Hobbies		
How do they view technology?		
What is their attitude toward money?		
How/where do they like to get information?		
Do the psychographic characteristics of the decision maker match those of the company itself?		
Other questions relevant to your business		

Demographic/Psychographic Characteristics of Your Perfect Clients

*Form #5: Demographic information about the individual/consumer*

<b>Question</b>	<b>Answer</b>	<b>Where would you find this information?</b>
Age		
Sex		
Race/Ethnicity		
Address		
Education level		
Income Level		
Marital Status		
Religion		
Number of Children		
Other demographic questions that would make sense for you to know:		

Demographic/Psychographic Characteristics of Your Perfect Clients

*Form #6: Psychographic information about the individual/consumer*

<b>Question</b>	<b>Answer</b>	<b>Where would you find this information?</b>
What is the personality of your customer?		
What is their stand on change?		
Who do they like to do business with?		
What do they need from you to feel secure in your expertise?		
How much information do they want?		
What will make them feel secure about you?		
How do they view the sales process?		
How do they make decisions?		
What is their attitude toward getting/using help?		
What is their stance on the environment?		
What is their political stance?		
What is their religion?		

## Demographic/Psychographic Characteristics of Your Perfect Clients

How do they view work?		
Level of Activity		
Social Status		
Sexual Orientation		
Interests/Hobbies		
How do they view technology?		
What is their attitude toward money?		
How/where do they like to get information?		
Other psychographic questions that might make sense for your specific business		

Demographic/Psychographic Characteristics of Your Perfect Clients

*Form #7: Demographic information about the solo entrepreneur*

Type of Business		
Location		
Annual Sales		
How profitable are they?		
Years in Business		
Credit Rating		
Specific Business Needs		
Reputation		
Own or rent their office space (or work from home)		
Fill in your own questions here		

Demographic/Psychographic Characteristics of Your Perfect Clients

*Form 8: Psychographic information about the solo entrepreneur*

Question	Answer	Where would you find this information?
What is the “personality” of the solo entrepreneur’s business?		
What is the personality of the solopreneur?		
What is their age?		
What is their stand on change?		
How do they feel about technology?		
What is their stance on the environment?		
Who do they like to do business with?		
How do they buy?		
What will make them feel secure about you?		
How much information do they want?		
Religion		
Interests/Hobbies		

Demographic/Psychographic Characteristics of Your Perfect Clients

How do they view technology?		
What is their attitude toward money?		
How do they view the sales process?		
How do they make decisions?		
What is their attitude toward getting/using help?		
How do they view work		
Level of Activity		
Social Status		
Sexual Orientation		
How/where do they like to get information?		
Other psychographic questions that might make sense for your business		