

# Ideal Client Identification

Who Are They?	Their Problems, Fears, Frustrations	Your Solutions
<p>Demographics</p> <hr/> <p>Psychographics</p> <hr/> <p>Industry, Occupation</p> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Beliefs		
<p><b>Yours</b></p> <p>What you believe _____</p> <hr/> <p>Why it's important _____</p> <hr/>	<p><b>Your Prospects</b></p> <p>What they must believe _____</p> <hr/> <p>Why they are in business _____</p> <hr/>	
Why Choose You - What's Your USP?		
<hr/> <hr/>		