



# Creating Your Audience of One™ Client Profile

*(Use this form to focus on ONE type of client only – start a new form for each new client type)*

## GENERAL COMPANY INFORMATION

Company Name: \_\_\_\_\_

Company Mission: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Company Cores Values: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Value Statement: \_\_\_\_\_

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\_\_\_\_\_

Company Tagline (7 words or less power statement): \_\_\_\_\_

\_\_\_\_\_

What was your purpose for creating your company? (Why do you exist?) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What business will you be in? What will you do? \_\_\_\_\_

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\_\_\_\_\_



Business Philosophy: What is important to you in business? \_\_\_\_\_

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Why do you do what you do? \_\_\_\_\_

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## IDEAL CLIENT DETAILS

Close your eyes and see your ideal client, the one type of person who is best suited for your work, that you can help the most to change the area of their life that you target:

Is your ideal client a man or woman? \_\_\_\_\_

Does your ideal client fit in to any special groups, categories or professions? (i.e. Single moms, corporate women, dads who work from home, etc.)

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What special skills might your ideal clients possess? \_\_\_\_\_

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What skills do they need but don't possess? \_\_\_\_\_

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What is the age (age range) of your ideal client? \_\_\_\_\_. Is it necessary that your ideal clients be in a particular age group? (please note: age range should not exceed 10 years)

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What type of person is your ideal client? (describe characteristics) \_\_\_\_\_

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Where does your ideal client live? Does that matter? \_\_\_\_\_

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Is your client married? If no, do they desire to be married? Does the fact that they are married or not play into your ability to serve them? How or how not?

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What type of job does your ideal client have? Do they own their own business? \_\_\_\_\_

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Does your ideal client have children? If so, how many? \_\_\_\_\_

How much money do you want to make per client transaction? If it varies, what are the variations?

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How much money does your ideal client make (total household income): \_\_\_\_\_

How many times a year does your ideal client buy products/services like your company provides:

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How much money does your ideal client spend on your products and services per year?

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What are you prepared to do to get your share of the money your ideal client appropriates to your product of service category?

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## SPICE PROBLEM

What SPICE problem is your ideal Client/Customer facing that they are ready to solve? (Specific and Substantive, Persistent and Pervasive, Immediate and Insurmountable, Clear and Conscious, Expensive and Expansive)

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Does your SPICE Problem hit all of the categories? (identity/purpose, love/relationships, health/wellness, money/career/business, time/life balance, happiness/fulfillment? Which are the strongest?

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Which of the six motivators are your ideal clients motivated by when it comes to buying products and services? (Make, Save, Improve, Protect, Reduce, Increase

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Would your ideal client do anything or pay anything to fix in their life or business (your area of service)?

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What are the biggest obstacles, struggles and/or problems that your ideal clients have because of their SPICE Problem? (Think Top of Mind)

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What words would they use to describe these obstacles, struggles and/or problems?

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What type of situation does your ideal client consistently find themselves in?

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What scares your ideal client?

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**Finish these sentences:**

Most of my clients would use these words to describe themselves (labels they are emotionally tied to)...

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Most of my prospects feel they're falling short in this area...

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Most of my prospects have no idea how to...

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Most of my prospects would pick a fight to protect a belief that...

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Most of my prospects have the goal to...

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Most of my prospects deeply value these things...

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Most of my prospects are terrified that...

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Most of my prospects want the following things more than anything...

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## DEEPENING THE SPICE QUESTIONS

How is their spice problem affecting them financially?

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How is their spice problem affecting their dreams?

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How is their spice problem affecting their love and relationships?

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How is their spice problem affecting their health?

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How is their spice problem affecting future?

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How is their spice problem affecting identity/purpose?

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How is their spice problem affecting mental health?

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How is their spice problem affecting money and career?

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How is their spice problem affecting their personal development?

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How is their spice problem affecting their spirituality?

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How is their spice problem affecting their belief system?

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How is their spice problem affecting how they manage stress?

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### **SPICE SOLUTION**

Is the solution to your client's problem a product or service? (choose one or both)

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How does your company solve their problem? Think SPICE Solution (Specific Positive Intentional Clear and Evident)

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What results do you consistently offer to your ideal clients? Do you have proof?

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Have you received testimonials from clients asserting the results you state above?

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Who should you collaborate with to find your ideal client? (These are people who do not compete with you but also serve your ideal client)

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Write down an experience with your perfect Audience of One thus far this year:

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Please provide a few reasons why they were your perfect Audience of One:

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**List 5 organizations/places you can go to meet them**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## AUDIENCE OF ONE POWER STATEMENTS:

I help [group of people] solve/achieve [problem/result] so that [benefits or ultimate transformation]

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I feel abundance + joy when I work with people who [3-5 qualifiers]

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There's no amount you can pay me to work with people who [3 disqualifiers]

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Without my Incredible Factor, these people will [3 problems they will CONTINUE to have]

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This will bring more pain into their lives because [3 reasons]

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With my Incredible Factor, these people will [3 benefits to working with you]

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This will bring more joy into their lives because [3 reasons]

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## EXTRA CREDIT ASSIGNMENT

Just as important as identifying who your ideal client IS, it is equally important to know *who they are NOT*. Please note some characteristics of the individuals who will not earn a place in your practice:

Marketing one-to-one can be exhausting and expensive. You'll create much better results in your business if you consistently market to your ideal clients in large numbers. To do this, you need to find out where they "live" and where they hang out. Answering the following questions will clarify your action plan:

What EXISTING ways do you have of reaching them?

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What NEW ways can you begin reaching them, where they're already congregating?

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What workshops or seminars do they go to OR would they go to?

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What conferences or conventions do they visit each year?

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What trade shows will they attend this year?

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Where do they network?

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Who else do they do business with on a regular basis?

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What clubs or organizations do they visit?

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What associations do they belong to?

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What newsletters would they read?

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Where will you find a roomful of these people?

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What organization or group holds a "list" of these people you could mail to?

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Where can you reach them in large numbers and inexpensively?

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What do they read? (online and offline)

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What groups or online forums do they belong to on Social Media (HINT: Look for industry specific groups)?

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*(continued on next page)*



**How would you PULL them toward you, in large numbers and inexpensively?**

What CD, Webinar, Challenge or special report would they sign up to get on your website?

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What teleclass would they sign up for?

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What webinar would they cancel their Tuesday evening dinner plans to attend?

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What Joint Venture partner could you collaborate with to get your ideal clients to come to you?

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