



**THE
EXCEPTIONAL BUSINESS ACADEMY**

What are your clients' top three values?

Look beyond the obvious. IE: Family is obvious. Instead.....that all their children are treated equally.

What's your "I get that" story about one or more of these values?

What are their *real* priorities?

How would they prioritize the following:

Put in numerical order:

TIME

MONEY

SERVICE

TRUST

QUALITY

IMAGE

FULFILLMENT

Any others?

STYLE

What **grocery store** best describes your clients:

- Whole Foods
- Trader Joes
- Publix
- Costco

What about **car brand**?

FAMILIARITY

Describe the environment they are most comfortable in by store or restaurant

PRICING

*Be careful not to project your own views. Be them.

Describe what's on their minds:

- I'm a bargain shopper (Walmart)
- I'll pay but I want good value (Target)
- I'm willing to be uncomfortable but want to feel good about my decision (Transformation minded)
- I'm willing to pay, maybe even a lot, but I want to feel like it's a smart decision (Designers on sale)
- I need to spend a lot to feel good about myself (How they see themselves in the world)

PERCEPTION. What do they need to see, hear, and feel?

Describe it. Paint a picture. Tell a story. Compare to some other experience.

NICKNAME

What nickname would you give them to recognize them? Think of it as a sub-category of your ideal audience.

IE: Gasoline clients; family-centric affluent families

PHRASES

What are common phrases they use? What phrase lets you know they are an ideal client?

IE: I'm a hot mess. I'm all over the place. I know it's right there.