

SIMPLE CLIENT PROFILE TEMPLATE

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1. Ideal Client Attributes

What market is your product / service targeting?	
What vertical does your ideal client operate in?	
What is your ideal client's annual revenue?	
How many employees does this ideal client have?	
Where is the ideal client located?	

2. Client / Company Details

How big is the client's team?	
What are the biggest challenges the client faces?	
What technologies are the client using?	
What are the client's goals for the next three months?	
What are the client's short- and long-term goals?	
How does the client assess their problems / needs?	
What does "success" look like to the client?	
What impact do specific problems have on the client's team?	
How is the client currently trying to solve the problem?	

3. Client Personas

What titles do the client's team members hold?	
What is the age range of the client's team?	
What is the client team's education level?	
What is the client team's average annual income?	
How will the client use your product or service?	
On what marketing channels can you connect with the client?	
What are the key responsibilities for client team member's roles?	
What roles do the client's team members play in decision-making processes?	

4. Client's Benefits from Your Offerings

What value do your offerings provide the client?	
Can you solve the client's key pain point? If so - how?	
What, specifically, differentiates you from your competitors' similar offerings for the client?	
How does your solution fit into the client's short- and long-term goals?	

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