



# The perfect client

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Think of the best customer you've ever had – the one that thought you were really wonderful and who was a joy to work for. Use them as the template to complete this profile.



**The product/service you are offering (just one):**

**Industry:**

**What kind of clients do they have?:**

**Number of staff:**

**Approximate annual turnover:**

**Geographic location:**

**Personal style (e.g. sales mover and shaker, financial wizard, people developer)**

**Gender:**

**Age:**

**Name:**

**What do they read?**

**What are their hobbies?**

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**For more info**



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## **How can you help them?**

**Their biggest problems:**

**What is their most common excuse for not buying your service/product?**

**How can you fix their problems?**

**What kind of results will they get?**

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