

***The Perfect Prospect Worksheet***

**1) I am the go-to person for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.** *[This is not a set of people it’s a specialty. What do you see yourself being known for in the marketplace]*

**2) My Target Market Is** *[Who they are, describe them in one or two sentences]*

**3) The Things I Know About Their Demographics Are** *[Age, Gender, Location and anything else you know about them]*

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**4) Their Biggest Surface Problems, Pains, Struggles Are** *[these are the more practical pains, like a network marketer doesn’t have leads, a person who wants to get healthy struggles sticking to a diet (list as many as possible)]*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**5) Their Biggest Life/Emotional Problems, Pains, Struggles Are** *[these are the hidden pains associated with the obvious problems, like a network marketer who doesn’t have leads and results may feel like a failure, or face a disappointed spouse., a person who wants to get healthy but struggles sticking to a diet may feel unwanted by their spouse or feel ashamed at the gym (list as many as possible)]*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**6) What You Offer/Sell Is

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**7) The Biggest Benefits Of What I Sell Are** *[This is basically the opposite of number 4, what are the benefits of your product that are associated with all the obvious problems it solves]*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**8) The Hidden Benefits Of What I Sell Are** *[hidden benefits, or the benefits of the benefits are basically the opposite of #5 a person who wants to get healthy but struggles sticking to a diet, and now diets without craving (benefit) thanks to your product fits into old clothes and feels confident again (hidden benefit) This is how their life would be better. (list as many as possible)]*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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