

A man in a white dress shirt and a patterned tie is holding a stack of US dollar bills. He has a suspicious or nervous expression, looking off to the side with a furrowed brow. The background is a wood-paneled wall. A dark grey horizontal bar is overlaid across the middle of the image, containing the title text.

# THE PERFECT PROSPECT PLAYBOOK

A hand is shown drawing a diagram on a chalkboard. The diagram consists of several 'X' and 'O' symbols arranged in a circular pattern, connected by curved arrows. The chalkboard is a dark teal color. The hand is holding a piece of white chalk and is in the process of drawing one of the arrows. The text 'FREEDOM WORKSHEETS' is overlaid on the center of the image in a grey banner.

# FREEDOM WORKSHEETS

# FREEDOM WORKSHEET: THE PERFECT PROSPECT PROFILE

A Profile of Your Perfect Prospect To Set The Stage of Every Effective Marketing Campaign



Name:

Age:

Gender:

Location:

Married Y/N:

Kids Y/N:

If So Age Range:

Occupation Type:

Possible Job Titles:

Income Range:

Books:

Magazines:

Television:

Blogs/Websites:

Schooled/Conferences/Learning:

Gurus/Leaders/Authorities:

Other:

# FREEDOM WORKSHEET: THE PERFECT PROSPECT PLAYBOOK

Step into the mind of your Perfect Prospect and Identify Their Needs & Desires



Things They've Tried Before

Benefits They're Seeking

External Pains Problems



Objections & Excuses

Dreams & Desires That Result

Internal Pains Problems