

SIMPLE CLIENT PROFILE TEMPLATE

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1. Ideal Client Attributes

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| 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

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| 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

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| 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

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| 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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