

IDEAL CLIENT WORKSHEET

Prepare this worksheet for each customer profile you want to track.

INTERVIEW QUESTIONS

Client Industry	
What are you struggling with?	
Why do you REALLY believe you haven't solved your problem yet?	
What have you previously tried to solve your problem?	
Why do you think it didn't work?	
What are you afraid will happen if you don't solve this problem?	

ADDITIONAL QUESTIONS TO ASK

Service they provide?	
What is their current budget?	
Do they expect a discount if you work with them?	
What is your biggest take away from this client?	
Yes or No?	

CONTACT INFORMATION

Phone number

Email

Website

Address, linked to a map

ADDITIONAL INFORMATION

Include anything not listed above that you want potential customers to know?