

MARKETING mastery

Your Success Workbook Module 3

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Psychographics Worksheet

	IDENTIFY YOUR PROSPECTS' HOT BUTTONS EXAMPLE: CHILD CARE PROVIDER
FEARS	I want child care I can afford – for younger parents with entry-level jobs
FRUSTRATIONS	I want my child to have a loving and caring environment – even if it means paying a premium
PROBLEMS	My child starts school soon – I want her to have beginner reading and maths skills
CONCERNS	

Psychographics Worksheet

	IDENTIFY YOUR PROSPECTS' HOT BUTTONS EXAMPLE: BUSINESS ACCOUNTANT
FEARS	As a startup I want standard, affordable bookkeeping so I can spend money on leads and sales
FRUSTRATIONS	As a mid-size business, I want better management accounts and reports so I can continue to grow.
PROBLEMS	As a large established business, I want exceptional tax advice and an external CFO
CONCERNS	

Psychographics Worksheet

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FEARS	
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