

- Who is your person?
- Demographics
- Lifestyle
- Where does he/she hang out?
- Personality
- What does she want?
- What problem do you solve ?
- Is it a top of mind problem?
- Does she want it?
- Speaking so she hears?
- Behaviors?
- Your dream client.
- Is she fun?
- Is she kind? Considerate?
- Hobbies?
- What benefits do you offer?
- Are you building trust?
- What are her fears?
- What would you say?
- She happily pays you.
- Communication skills?
- She refers new clients to you.
- She gives you a testimonial
- She buys again.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Sheri Kaye Hoff
enjoy every moment.