



CUSTOMER KNOWLEDGE WORKSHEET

Date

Main Goal

Consider interviewing a few current clients to help fill in the blanks.

Interviews

Who: Demographics

Determine the demographics of your ideal clients.

- Age range: _____
- Location: _____
- Job title/Industry: _____
- Other relevant factors: _____

Who: Psychographics

Determine the psychographics of your ideal clients.

- Values & interests: _____
- Personality traits: _____
- Goals: _____

Why: Pain Points

Determine the top 3 pain points your ideal clients face.

- Pain point #1: _____
- Pain point #2: _____
- Pain point #3: _____

How

Determine the top 3 pain points your ideal clients face.

- Where they find info: _____
- Typical buying steps: _____
- Potential objections: _____