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# PRODUCT OR SERVICE

| | |
|---|---|
| EXPLAIN IN ONE SENTENCE HOW YOU MAKE MONEY? | |
| EXPLAIN TO ME AS IF I WAS IN 5TH GRADE, WHAT THIS PRODUCT OR SERVICE DOES? | |
| HOW MUCH DOES THE PRODUCT OR SERVICE COST? | |
| GREATEST BENEFIT: HAPPINESS, TIME, OR RESULT (HTR)? | |

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# What are the top 3 greatest pains your prospects have?

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# Which Objective do you want to accomplish?

**USE A SCALE OF 1 TO 10 TO DETERMINE DIFFICULTY**
1= EXTREMELY DIFFICULT  3 = SOMEWHAT DIFFICULT
5 = IN BETWEEN  7 = SOMEWHAT EASY  10 = EXTREMELY EASY

## OBJECTIVES:

**PURCHASE ONLINE (1)  IN-PERSON (2)  BOOK PAID APPOINTMENT (3)**
**REGISTER FOR WEBINAR (4)  INBOUND PHONE CALL (5)**
**30 MINUTE PHONE CALL (6)  BOOK FREE APPOINTMENT (7)**
**COLLECT NAME, EMAIL, PHONE NUMBER (8)**

| Question | Product |
|---|---|
| HOW EASY IS IT TO FIND YOUR TARGET AUDIENCE? | |
| HOW BAD DOES YOUR IDEAL CUSTOMER WANT YOUR PRODUCT /SERVICE? | |
| HOW NON-COMPETITIVE IS YOUR NICHE? | |
| HOW AFFORDABLE IS YOUR PRODUCT OR SERVICE? | |
| WHICH OBJECTIVE ARE YOU TRYING TO ACCOMPLISH? | |
| WHAT IS YOUR SOCIAL PRESENCE? | |
| DO YOU HAVE A CURRENT SALES PROCESS IN PLACE? | |

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# Social Assets Evaluation: How Many Followers Do You Have?

Likes _____

Followers _____

Subscribers _____

Followers _____

List Size _____

Followers _____

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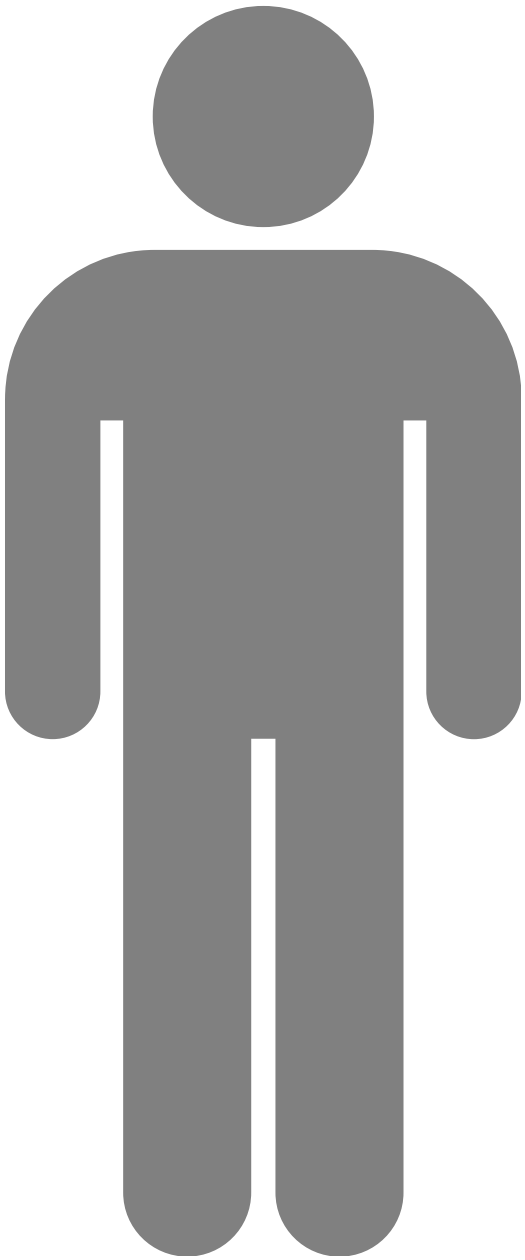
# Prospect

Age: _____
Gender: _____
Ethnicity: _____
Location: _____
Relationship: _____
Parent: _____
Education: _____
Income: _____
TV Shows:
_____
Books: _____
People They Follow:
_____
Political Party: _____
Job Title: _____
Where They Hang Out:
_____



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# WHAT IMAGES OR VIDEOS DO YOU HAVE FOR THAT PRODUCT OR SERVICE?

**IMAGES**

**VIDEO**

**MEDIA/PR**

**TESTIMONIALS**

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# CONTENT CALENDAR

| January | February | March | April | May | June |
|---|---|---|---|---|---|
| Content Opportunity | Content Opportunity | Content Opportunity | Content Opportunity | Content Opportunity | Content Opportunity |

| July | August | Sept. | October | Nov. | Dec. |
|---|---|---|---|---|---|
| Content Opportunity | Content Opportunity | Content Opportunity | Content Opportunity | Content Opportunity | Content Opportunity |

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# Let's Stereotype Your Audience:

(Circle one in each category)

## SECTION 1

**AGE:** 18-24 25-34 35-44 45-54 55-64 65+

**GENDER:** MALE FEMALE

**LOCATION:** _____

**ETHNICITY**: AMERICAN I NDIAN ASIAN BLACK HISPANIC WHITE OTHER: _____

**LANGUAGES THEY SPEAK:** _____

**MONTHLY INCOME**: LESS THAN $1K $1K-$5K $5K-$10K $10K-$20K $20K-$50K $50K-$100K OVER $100K

**HOME OWNERSHIP**: FIRST TIME HOMEBUYER HOMEOWNERS RENTERS

**MATERIAL STATUS**: SINGLE MARRIED DIVORCED WIDOWED ENGAGED

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# SECTION 2

**PARENTS**: NEW PARENTS ALL PARENTS PARENTS /TODDLERS PARENTS W/PRESCHOOLERS PARENTS W/EARLY SCHOOL AGE CHILDREN PARENTS W/PRETEENS PARENTS W/TEENAGERS PARENTS W/ADULT CHILDREN

**POLITICS:** CONSERVATIVE LIBERAL MODERATE VERY LIBERAL VERY CONSERVATIVE FAVORITE POLITICIANS: _____

**WORKPLACE:** BEAUTY CARETAKING CONSTRUCTION COOK DELIVERY DRIVER ELECTRICIAN FARMER FIREFIGHTER NURSE OFFICE POLICE RETAIL SERVER OTHER: _____

**WHERE DO THEY HANG OUT**: BAR CHURCH CLUB COFFEE SHOP MALL MUSEUM ONLINE SCHOOL SPORTING EVENT RESTAURANT OTHER: _____
EXACT PLACES YOU'D FIND THEM: _____

**FAVORITE MUSIC GENRE:** ALTERNATIVE BLUES CLASSICAL COUNTRY DISCO FUNK HIP HOP HOUSE JAZZ ORCHESTRA POP RAP REGGAE ROCK SOUL TECHNO FAVORITE ARTISTS: _____

**BOOKS THEY READ:** COMICS DRAMA FANTASY FICTION HISTORY HORROR MYSTERY NON-FICTION POETRY ROMANCE SCIENCE FICTION SELF-HELP THRILLER TRAVEL
FAVORITE BOOKS: _____

**EVENTS THEY GO TO:** ART FESTIVAL CONCERTS CONFERENCES FILMS NETWORKING PERFORMANCES SEMINARS SOCIAL STAY AT HOME WORK MEETINGS EXAMPLES: _____

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# SECTION 3

**THINGS THEY BUY:** BUSINESS CLOTHING FOOD/DRINK HEALTH/BEAUTY HOME/GARDEN HOUSEHOLD PRODUCTS KID PRODUCTS PET FOOD SPORTS SUBSCRIPTIONS
EXAMPLES: _____

**FAVORITE TV SHOWS:** AMERICAN HORROR STORY CHOPPED CSI ENTOURAGE FAMILY GUY FRIENDS GAME OF THRONES GLEE KEEPING UP WITH THE KARDASHIANS THE OFFICE MODERN FAMILY SEX AND THE CITY SHARK TANK SUITS TOP GEAR WALKING DEAD
OTHER: _____

**PEOPLE THEY FOLLOW:** ARTISTS ATHLETES CELEBRITIES INFLUENCERS MUSICIANS EXAMPLES: _____

**TYPE OF APP THEY USE THE MOST:** GAMES SOCIAL NETWORKING FINANCE/BANKING PRODUCTIVITY TRAVEL TRANSPORTATION EDUCATION SHOPPING SPORTS RELATED EXAMPLES: _____

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# CHOOSE YOUR PLATFORMS

Let's think about where your followers are now, your ideal customer, and your available content.

FACEBOOK ☐

INSTAGRAM ☐

YOUTUBE ☐

PINTEREST ☐

LINKEDIN ☐

GOOGLE ADWORDS ☐

DISPLAY NETWORKS (Banner Ads on Sites) ☐

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# CREDIBLE VS FOLLOWED

RATE YOURSELF IN EACH OF THESE CATEGORIES BETWEEN **1**= SHADY TO **10** = TRUSTWORTHY

| | Quantity | Quality |
|---|---|---|
| **Website**<br>• Blogs<br>• Images<br>• Videos | Circle One:<br> <br>1 2 3 4 5 6 7 8 9 10 | Circle One:<br> <br>1 2 3 4 5 6 7 8 9 10 |
| **Facebook**<br>• Images<br>• Visits<br>• Posts<br>• Live-Stream<br>• Followers | Circle One:<br> <br>1 2 3 4 5 6 7 8 9 10 | Circle One:<br> <br>1 2 3 4 5 6 7 8 9 10 |
| **Instagram**<br>• Images<br>• Videos<br>• IG Stories<br>• IGTV<br>• Followers | Circle One:<br> <br>1 2 3 4 5 6 7 8 9 10 | Circle One:<br> <br>1 2 3 4 5 6 7 8 9 10 |
| **YouTube**<br>• Videos<br>• Subscribers<br>• Playlists | Circle One:<br> <br>1 2 3 4 5 6 7 8 9 10 | Circle One:<br> <br>1 2 3 4 5 6 7 8 9 10 |
| **Reviews**<br>• Google<br>• Facebook<br>• Yelp<br>• Testimonials | Circle One:<br> <br>1 2 3 4 5 6 7 8 9 10 | Circle One:<br> <br>1 2 3 4 5 6 7 8 9 10 |