

COMPANY EXERCISE: IDEAL CUSTOMER

Another powerful transaction takes place in your heart and mind when you raise the stakes and keep your favorite customer in mind while you work on the exercises in this book. This is the customer you'd love to clone. It requires a little imagination and guesswork. Have fun!



Name:

Age:

Education Level:

Profession:

Income:

Vehicle:

Describe her/his family circumstances:

Favorite TV Shows:

Favorite Websites & Social Media:

Gets Emails From Which Companies:

On A Good Night Out, She/He:

Dreams About:

Worries About: