



The 3 Key Componentenets

You Must Get Right To Sell Online

Know Your Prospect Worksheet

Demographics

Age	
Ethnicity	
Gender	
Occupation	
Income	
Marital status	
Children	
Location	
Education	
Anything else?	

Lifestyle

Hobbies	
Activities	
Social media platforms	
Favorite foods	
Favorite books/ authors	
Favorite movies	
Favorite shows	
Subscriptions	
Memberships/ Organizations	
Politics	
Anything else?	



Thoughts/Feelings

What do they fear?	
What makes them laugh?	
What makes them angry?	
What makes them cry?	
Spoken desires	
Unspoken desires	
Convictions/core beliefs	
Dreams/Goals	
Successes they're proud of	
Failures they'd like to forget	
Anything else?	



Wants **always** trump needs. It's the **wants** in life that excite us!

And remember...we buy on emotion and we buy emotion!

Victor Schwab in the book *Scientific Advertising* argued that all people have things they want to **GAIN**, **BE**, **DO**, and **SAVE**.

To help with brainstorming your prospects **thoughts/feelings** AND the **Prospect Experience Exercise** on the following page...here's Schwab's list!

People Want To **Gain**

- Health (greater strength, vigor, endurance, the possibility of longer life)
- Time
- Money (for spending, saving, or giving to others)
- Popularity (through a more attractive personality or through personal accomplishments)
- Improved appearance (beauty, style, better physical build, cleanliness)
- Security in old age (independence, provision for age or adversity)
- Praise from others (for one's intelligence, knowledge, appearance, or other evidence of superiority)
- Comfort (ease, luxury, self-indulgence, convenience)
- Leisure (for travel, hobbies, rest, play, self development, etc)
- Pride of accomplishment (overcoming obstacles and competition, desire to "do things well")
- Business advancement (better job, success, 'be your own boss', reward for merit)
- Social advancement (moving in better circles, social acceptance, 'keeping up with the Joneses')
- Increased enjoyment (from entertainment, food, drink, and other physical contacts)
- Self-confidence
- Personal prestige



People Want To Be

- Good parents
- Sociable, hospitable
- Up-to-date
- Creative
- Proud of their possessions
- Influential over others
- Gregarious
- Efficient
- "First" in things
- Recognized as authorities

People Want To Do

- Express their personalities
- Resist domination by others
- Satisfy their curiosity
- Emulate the admirable
- Appreciate beauty
- Acquire or collect things
- Win others' affection
- Improve themselves generally

People Want To Save

- Time
- Money
- Work
- Discomfort
- Worry
- Doubts
- Risks
- Personal embarrassment



Prospect Experience Exercise - BEFORE

Using the info above, write a story about a day-in-the-life of your prospect BEFORE they found your product/service...

- Use the pertinent info from above (Demographics, Lifestyle, and Thoughts/Feelings)
- Give them a name
- Give their family names
- Be detailed
- Be specific
- Make it emotional
- Make it vivid
- Make it real
- Empathize with their struggle
- HINT: THIS should be a negative experience

Prospect Experience Exercise - AFTER

Now write the story of a day-in-the-life for your prospect AFTER they found/used your product/service...

- Same rules as the BEFORE story...
- THIS should be glorious! 😊

