



# The 3 Key Components

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 his book, *How To Write A Good Advertisement*, argues 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! 😊

