

Direct Hit Acquisition™

Worksheets for
“Etching Your Customer”



Who

How old are they? _____

Where do they live? _____

Male or Female? _____

What type of house? _____

Kids? _____

What do they wear? _____

Income? _____

What are their hobbies? _____

“Wants and Desires”

What are they trying to achieve?

What is most important to them?

What is the **best experience** that they can have?

What will make them **feel so proud they want to tell someone?**

What will make them **feel confident and secure** with their buying decision?

Pain

What Fear, Frustration, or Worry are they **trying to get rid of?**

What keeps them up at night?

What are they afraid of? _____

What are they angry about?

What might be their frustration about the **current** service/product they're using?
