# MY **PERFECT CLIENT** DECODER

Gender

Married/Single

Age Range

Income Level

Education Level

Where Do They Live?

Where Do They Vacation?

What Are Their Health Habits?

What Phase Of Life Are They In?

What Do They Do For Fun?

What Associations Or Organizations Do They Belong To?

What Non-Profits Do They Support?

Which Social Media Do They Use?

What Publications Or Blogs Do They Read?

Describe Their Personality

What Problems Keep Them Up At Night?

What Do They Want The Most?

How Do They Feel About Your Business/Industry/Product/Service?

How Can You Solve Their Problems?

**PINNACLE** GLOBAL NETWORK®