

1. Segment or Profile Avatar or name. eg. Jim, or Jane the Executive. Very helpful in communicating your brand to a team with common language, as well as personalizing the segment. (this can be chosen at the end of the segment work to solidify the segment)
2. Job/Career/Primary Income
3. Level of perceived control of situation/life
4. Level of balance - Relationships/Health/Finance/Time
5. Spirituality
6. Experience with offers similar to yours
7. Version of the product or service they will need
8. Role that YOU will have to play with them
9. Language/tone of voice/body movements you will use to communicate to them
10. Communication methods preferred (how do they send/receive information?)
11. Core problems they face
12. Questions to ask them
13. Signs and cues that identify them
14. Your goal with them (Primary/Secondary/Tertiary)
15. Sales cycle with this segment (timelines, communication, stages, milestones)
16. Tools resources you need to use/provide for them
17. Income level (range)
18. Financial abilities and understanding of VALUE vs COST (ie investing in success, versus cost of service)
19. Growth rate of their business/career
20. Business size
21. Other options they have explored (ie. Competition)

Each category should be distinctive enough to separate uniquely. Think about the QUESTIONS you would ask to help qualify people into these categories.

- Joe Girard