

Ideal Clients

HOW TO FIND YOURS

WWW.MANDIEHOLGATE.CO.UK

WWW.THEBUSINESSWOMANSNETWORK.CO.UK

YOUR FAVOURITE CUSTOMER

WHERE DID YOU MEET?
WHAT DID THEY BUY?
WHAT WAS THEIR PAIN?
WHAT DID THEY NEED?
WHAT DID THEY WANT?
WHAT DID THEY SAY?
WHAT DID YOU FIX?
WHY DO THEY LOVE YOUR COMPANY?
HOW MUCH MONEY DID THEY SPEND?

WHAT MATTERS TO THEM?

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WHAT ARE THEIR PASSIONS?

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WHAT ARE THEIR HOBBIES?

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WHAT ARE THEIR ETHICS & BELIEFS?

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HOW DO THEY SPEND MONEY?

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WHAT ARE THEIR CHALLENGES?

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