

Exercise 6

Ideal Prospect



Problem They Need Solved	
Character -istics	
F Fears	
A Assump- tions	
Q Questions	

Exercise 6

Ideal Prospect



This worksheet serves as a “quick reference” about your ideal prospects. You should have one of these for each of the ideal audiences you’ve developed, based on the unique problem they are trying to solve.

In addition to capturing characteristics that define them, use this worksheet to list their “FAQs” - Fears, Assumptions and Questions that you need to remember and respond to when speaking with them.

Fears

Fears are the things they’re afraid will make them (or you) unsuitable to work together. These might include your cost, aspects of how you work, characteristics of their business, etc. You will need to recognize and dispel these concerns.

Assumptions

Assumptions are what they believe to be true about working with you – whether accurate or not. Coaching prospects might assume that it’s very expensive, or that it’s too “touchy-feely” for them. You need to recognize their assumptions and correct those that are wrong.

Questions

These are the questions they’ll have about working with you - how much do you charge? Do you accept credit cards? You need to recognize the questions they’re thinking about, and answer them before they ask.