

**Position for Profits Production Lab**

**1 First Date**

**Who do you serve?  
(broad description)**

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**How old are they?**

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**Are they married, single, in a relationship?**

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**Do they have kids?**

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**What type of work do they do?**

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**What do they do when they are not working?**

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## 2 **Getting Intimate**

**What are your Ideal Client's biggest sources of pain?  
What keeps them up at night?**

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**What are your Ideal Client's greatest opportunities to change their life?  
Are there opportunities they're not aware of?**

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**What does your Ideal Client dream of?  
What aspirations do they have?**

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**What frustrates your Ideal Client, what causes them pain?**

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### 3 **Getting Real**

**What critical problems are your ideal clients currently facing?**

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**What would your Ideal Clients do ANYTHING to solve?**

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**What words does your client use to describe their pain?**

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**What words does your client use to describe where they want to be?**

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