



# PERFECT CUSTOMER PROFILE

## Know Your Target Market

Chuck Dinsmore, MBA, GRI, CCIM, SFR, CDPE, and a whole bunch more letters!

*Wouldn't it be great if all customers were perfect?*

*Think from their perspective*

*What is life like for them?*

This exercise will guide you through questions about your best customer and help you identify the traits that made them earn that title. The worksheets go a couple of steps further and help you identify your average customer as well as the ones who were a challenge. You will want to give your Perfect Customers names so you can easily identify the types.

HINT: A great way to back into this is by describing your best client. Who is already a client who has done the most with you and produced the best result? This is your #1 Perfect Customer...

### Perfect Customer #1: Most Qualified Customer

	Quality	Description
Nickname this customer: _____		
<b>1</b>	Gender	
<b>2</b>	Age	
<b>3</b>	Profession / Income	
<b>4</b>	Background	
<b>5</b>	Interests	
<b>6</b>	Life Circumstances	
<b>7</b>	Greatest Desire	
<b>8</b>	Primary Wound / Biggest Pain Point	
<b>9</b>	Buying Patterns	
<b>10</b>	Primary Objection/Concern About Buying or Selling	

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*You work with these customers most of the time*

*What are their lives like?*

*Are there specific challenges?*

### Average Customer #2: Your typical average client

	Quality	Description
Nickname this customer: _____		
<b>1</b>	Gender	
<b>2</b>	Age	
<b>3</b>	Profession / Income	
<b>4</b>	Background	
<b>5</b>	Interests	
<b>6</b>	Life Circumstances	
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***“Being all things to all people means that you're nothing to no one.”***

*- President John Adams, Amistad*

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*Are they a challenge because of their personality or their situation?*

*There is satisfaction in making someone's world better.*

*Refuse to work with mean people!*

### Challenge Customer #3: Your problem customer

	Quality	Description
Nickname this customer: _____		
<b>1</b>	Gender	
<b>2</b>	Age	
<b>3</b>	Profession / Income	
<b>4</b>	Background	
<b>5</b>	Interests	
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The ultimate purpose for identifying your Perfect Customer is so you can direct your marketing efforts to fill your funnel with these people rather than wasting time with those you know will lead to headache and heartache.

Once you do this, you will be able to know your customers better. Don't

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## WANT TO KNOW MORE?

*Question: What if you had access to important and useful information such as this that would help you grow your business? What if, as a convenience, this was delivered every week DIRECTLY to your iPod, phone, and/or email? **ABSOLUTELY FREE!***

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### From Zero to Pro in 90 Days! Useful information to shorten the learning curve in your Real Estate Business

So you got your license - now what? Did you go into real estate to own a business or do you own a job? Stop floundering with the little stuff! You got into this business for freedom - not to create a JOB for yourself!

We take entrepreneurial excellence to the next level! Discover and recover your passion, excitement, and confidence of owning your own real estate business. We are your success partner in implementing proven strategies and systems to create and enjoy the rewards you dream of!

Chuck Dinsmore, is a successful Real Estate Broker who "grew up" in the business. Chuck has developed a series of web-based and home study seminars to focus on key aspects of developing success in your career. Chuck is truly a "Serial Entrepreneur" with a solid history of working with Agents, Brokers, and small business owners and developing their businesses into successful ventures.

Like anyone, mistakes are made along the way, but true success comes from what we learn in the process. Avoid the same mistakes! **Accelerate your business beyond the "start up" phase!**



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