



# IDEAL CLIENT PROFILE 1 - ZACH



## BACKGROUND INFO:

- Established businessperson / successful author. Has an audience.
- Knows the basics of Wordpress. Understands plugins.
- Good writer, willing to outsource digital content so he can focus on speaking and books.
- Focused on optimizing for revenue.
- Archetype - Ruler

## DEMOGRAPHIC OVERVIEW:

- 40 year old Male
- Lives in a downtown condo, but travels every month
- \$150k/year household income
- College degree
- Married, no kids
- Christian

## MAIN GOALS AND ASPIRATIONS:

- Get on NYT bestseller list
- More TV and media appearances

## BIGGEST FRUSTRATIONS:

- Unpredictability
- Inefficiency in process
- Systems that don't serve the end user

## SEEKS SOLUTIONS FROM:

- Executive coach
- Mastermind group
- Trade association in his industry

## COMMON OBJECTIONS:

- I tried that and it didn't work.
- I read a whitepaper on that, and it didn't sound too good.

## TYPICAL PHRASES/QUOTES:

- "I don't care what it takes or how it's done, let's just get it done."

## BUYING TRIGGER:

- This will build your audience with no extra effort from you.

## WHY USE US:

- Pull in more external exposure with organic SEO and cross-posting PR
- We can analyze the history of your website and identify what is already working that you should continue and what was never working that you should stop.