

# Client Profile



Identifier Name

Summary  
Description

Core  
Motivation

Main Problem  
To Resolve

Important To  
The Client

A	B
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Key  
Factors

1	2	3

Best Ways  
To Connect

i	ii	iii

# Client Profile




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## Identifier Name

### Demographic & Economic Factors

1	2	3

### Behaviour & Habits Factors

1	2	3

### Lifestyle (leisure, media, shopping, travel, etc)

1	2	3

### Geographic Factors Factors

1	2	3

### Common Objections

1	2	3