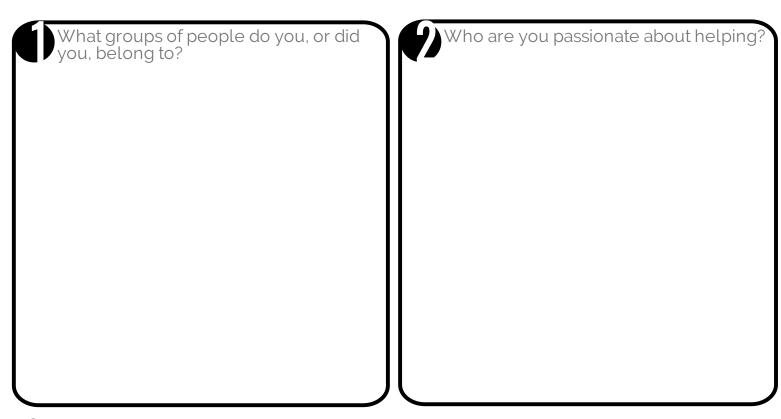
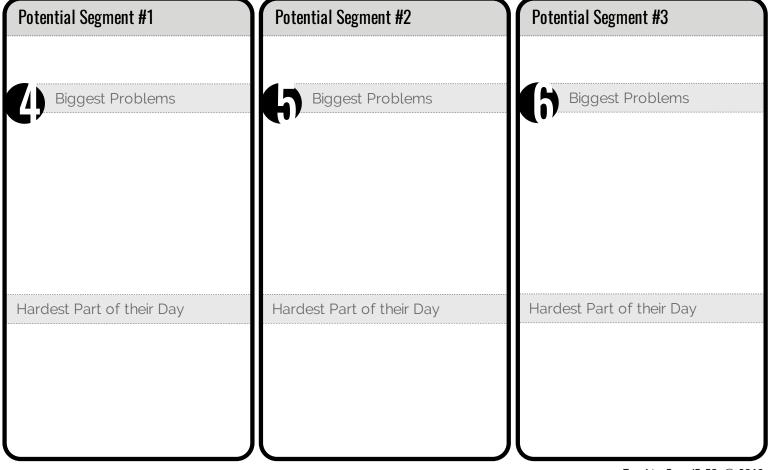
YOUR IDEAL CUSTOMERS



Pick the 3 groups you're most excited to help.



	Potential Segment #1	Potential Segment #2	Potential Segment #3
Customer Emotions			
What is this segment afraid of?			
What frustrates this segment?			
What overwhelms this segment?			
What does this segment love ?			

Circle the 2 that are the most intense for your customers.





"My ideal customers are
I want to help them

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