

#MAKEITHAPPEN MARKETING BOOTCAMP

STRATEGY

Meet The **One** In 21 Questions

PART

1

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MEET THE **ONE** IN 21 QUESTIONS

Q1	What's their name?
	<ul style="list-style-type: none">•
Q2	How old are they?
	<ul style="list-style-type: none">•
Q3	What do they do?
	<ul style="list-style-type: none">•
Q4	How much do they make?
	<ul style="list-style-type: none">•
Q5	Where do they live?
	<ul style="list-style-type: none">•
Q6	What's family like? (eg. single, married, kids...)
	<ul style="list-style-type: none">•
Q7	Where do they hang out?
	<ul style="list-style-type: none">•••••
Q8	Where do they go to find information?
	<ul style="list-style-type: none">•••••

Q9 What makes them happy?

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Q10 What gets them mad?

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Q11 What do they worry about?

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Q12 What frustrates them?

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Q13 What are some of their fears?

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Q14 What is their biggest problem?

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Q15 What is their deepest desire?

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Q16 What do they say they want?

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Q17	What do they really want and will never admit?
	<ul style="list-style-type: none">•••••
Q18	Who do they trust?
	<ul style="list-style-type: none">•••
Q19	Who do they distrust?
	<ul style="list-style-type: none">•••
Q20	How do they see themselves?
	<ul style="list-style-type: none">•••••
Q21	What are they afraid others may find out about them?
	<ul style="list-style-type: none">•••••

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