



THE **SECRET** AUDIENCE FORMULA

To Get More Prospects,
Members & Sales



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Uncover Your Ideal Prospective Member

1 What do they look like?

2 What do they wear?

3 Where do they live?

4 Where do they work?

5 Where do they shop?

6 Are they married, single, divorced, married again?

7 Do they have kids?

8 What ages are their kids?

9 What about grandkids?

10 Are they retired?

11 Do they work?

12 What is their income level?

13 What TV shows do they watch?

14 What books or magazines do they read?

15 What level of education do they have?

16 What kind of car do they drive?

17 What social activities do they participate in?

18 Are they religious? If so, what religion?

19 What are their values?

20 What political affiliation do they have?

21 Are they from a certain geographical location?

22 What are their goals?

23 What are their challenges?

24 What are their pain points?

25 What are their objections or hesitations to buy from you?

BONUS Are they able to make the financial decision to buy from you?

☐

Yes

☐

No

☐

Not Sure

100

[illegible]



Five Ways to Get More Prospects, Membership & Sales

- 1 Write your email, sales page, sales letter, postcard, direct mail to that person.**
- 2 Write to their hurts, wants, needs and desired outcome.**
- 3 Overcome their objections by being specific.**
- 4 Answer the WIIFM (What's In It For Me?)**
- 5 Hang the picture in your office.**