

## 10 SMART MARKET DIAGNOSIS AND PROFILING QUESTIONS

1. What keeps them awake at night, indigestion boiling up their oesophagus, eyes open, staring at the ceiling?
2. What are they afraid of?
3. What are they angry about? Who are they angry at?
4. What are their top 3 daily frustrations?
5. What trends are occurring and will occur in their business or lives?
6. What do they secretly, ardently desire the most?
7. Is there a built-in bias to the way they make decisions? (example: engineers = exceptionally analytical)
8. Do they have their own language?
9. Who else is selling something similar to them, and how?
10. Who else has tried selling them something similar and how has the effort failed?