Building Your Prospect Profile

Take a moment to think through exactly who it is you want to target.

Who is your ideal prospect?

These answers are not good enough:

- Everybody
- Any type of business owner
- Anybody in marketing

If all you can come up with is the above, take a closer look at your clients right now. Think about the types of people you really like working with and also are your best clients from a financial perspective. Now it's time to build a real prospect profile.

Here are the questions you need to answer:

1. What are your target industries?

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2. What geographical area are you targeting?

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3. Are your prospects most likely to be hanging out in certain LinkedIn groups? Which are the predominant categories?

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4. What company size is the right fit for you? 1 man shop? Only companies with more than 50 employees? It's important that you determine the right range.

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5. What types of position titles does your buyer usually hold? Come up with the top 10-15 positions that you target. Some examples:

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a. President
b. Marketing Manager
c. Purchasing Coordinator
d. Chief Technology OIfficer (CTO)

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6. What is their function/role? (Accounting, Entrepreneur, HR, Marketing, Operations, Sales, etc)?

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Now, take this information and build a quick cheat sheet that you can refer to. See next page for an example that you can edit and use for your business.

This information is critical for effective prospecting and group engagement, in addition to many other components of your LinkedIn campaign.

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Sample Prospect Profile

(For a consultant who provides sales and marketing advisory services to financial advisors)

My target industries include: Banking, Capital Markets, Financial Services

My geographical focus is: Germany, with a focus on Berlin

The LinkedIn groups my prospects are most engaged in include:

- Banking Careers
- Financial Services Marketing
- Financial Services Career Center

My ideal target is a company with the following employee level: Over 50 and below 200 employees

The top 10 position titles for my ideal client include:

1. Financial Representative

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2. Financial Advisor
3. Broker
4. Marketing Manager
5. Wealth Manager
6. Investment Advisor
7. Financial Services Representative
8. Retirement Planner
9. Wealth Advisor
10. Certified Financial Planner

It's really that straightforward. Armed with this prospect profile, your LinkedIn marketing efforts will be exponentially more effective.