

# Online Marketing Madlibs

## Discover WHO You Are Talking To...

My prospects name is \_\_\_\_\_. They're M/F (circle one). They're \_\_\_\_ years old and live in \_\_\_\_\_. S/he is (choose one) single, in a relationship, married, it's complicated. Number of children is \_\_\_\_\_. When they wake up in the morning they're anxious about \_\_\_\_\_,

They head out the door (or not) to their job as a \_\_\_\_\_. On the way they \_\_\_\_\_. Their greatest fear in their career is \_\_\_\_\_.

In their personal life their greatest fear is \_\_\_\_\_.

If money were no object, in 3 years how would they describe themselves?

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

For a break in the afternoon they \_\_\_\_\_, which makes them feel \_\_\_\_\_.

After work they're off to \_\_\_\_\_ where they want to feel \_\_\_\_\_.

As they scroll through their social media during the evening they are following accounts about

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

The brands they're following are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

The Influencers/celebrities/bloggers they are following are

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

The books or magazines they read are about \_\_\_\_\_ & \_\_\_\_\_

When they climb into their bed at night they dream about \_\_\_\_\_

\_\_\_\_\_

Therefore, to add \_\_\_\_\_ & \_\_\_\_\_ to their lives my marketing posts/ads/content created just for them will be about \_\_\_\_\_, with extra \_\_\_\_\_, \_\_\_\_\_ for fun and a little \_\_\_\_\_ because \_\_\_\_\_.

After a few weeks of following me on my social media or blog they'll feel \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.