



USE CHAT GPT TO...

PREPARE FOR LINKEDIN SUCCESS

DEFINE YOUR AUDIENCE



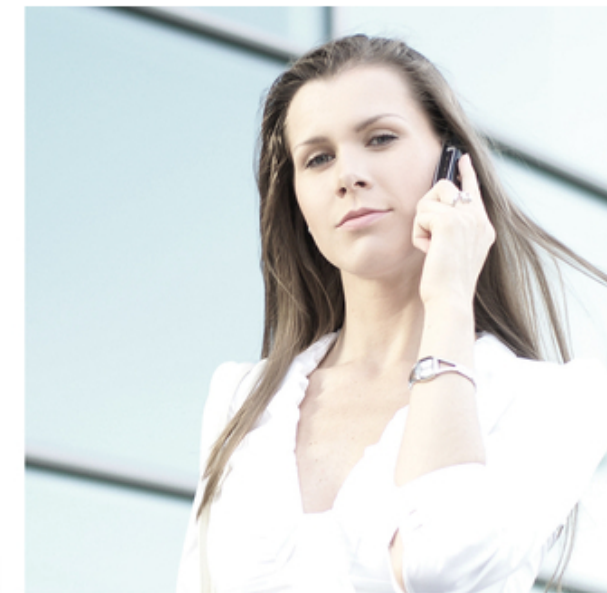
YOUR MOST PROFITABLE CLIENT (MPC)

The most profitable clients for your business are on LinkedIn. But LinkedIn was launched as a hub for job seekers and employers – and you're running a business. So if you want to attract MPCs, you must create a profitable 'client-centric' profile. Then they can immediately recognize you have what they need. This Workbook will guide you through the process of developing a Client Profile Summary and Snapshot – using Chat GPT.

Use this workbook to develop content for your LinkedIn profile, LinkedIn campaign messages, or even one-to-one dialogues. Once you have crafted your summary, keep this Workbook handy whenever you are working on LinkedIn.

Outcome:
Client Profile

Time Investment:
30 Minutes



CLIENT CHARACTERISTICS

You know your audience. This exercise is about getting specific about the client you want to use your profile to attract. Imagine an ideal client, or several clients you have worked with in the past who share common characteristics. If it helps, you can refer to any audience analytics or notes from a previously developed buyer persona and ask Chat GPT to base all its' answers on this.

1. Common fears

Ask Chat GPT - What are our clients afraid of when choosing the right solution to their problem?

Examples: *Integration Challenges, Scalability and flexibility, data security and privacy, ROI and effectiveness.*

2. Common pain points:

Ask Chat GPT - What is causing our clients pain or frustration when it comes to our type of solution?

Examples: *Legacy systems and technical debt, lack of business alignment, organizational culture and change management, Talent and Skills Gap, Complex Vendor Landscape, Budgeting.*



CLIENT CHARACTERISTICS

3. Common immediate needs:

Ask Chat GPT - What are the stressors in our client's business which create an urgent need for our solution?

Examples: *Inefficiencies and Operational Bottlenecks, Data Management and Analytics, Cybersecurity and Data Breaches, Scalability and Business Growth, Regulatory Compliance and Governance, Customer Expectations and Experience, Business Continuity and Disaster Recovery.*

4. Common wants and goals:

Ask Chat GPT - What are the common wants and aspirations our clients have for their businesses?

Examples: *Driving Business Success, Strategic Leadership, Continuous Learning and Innovation, Building High-Performing Teams, Influencing Organizational Culture, Strategic Vendor and Partner Relationships, Making a Positive Impact.*

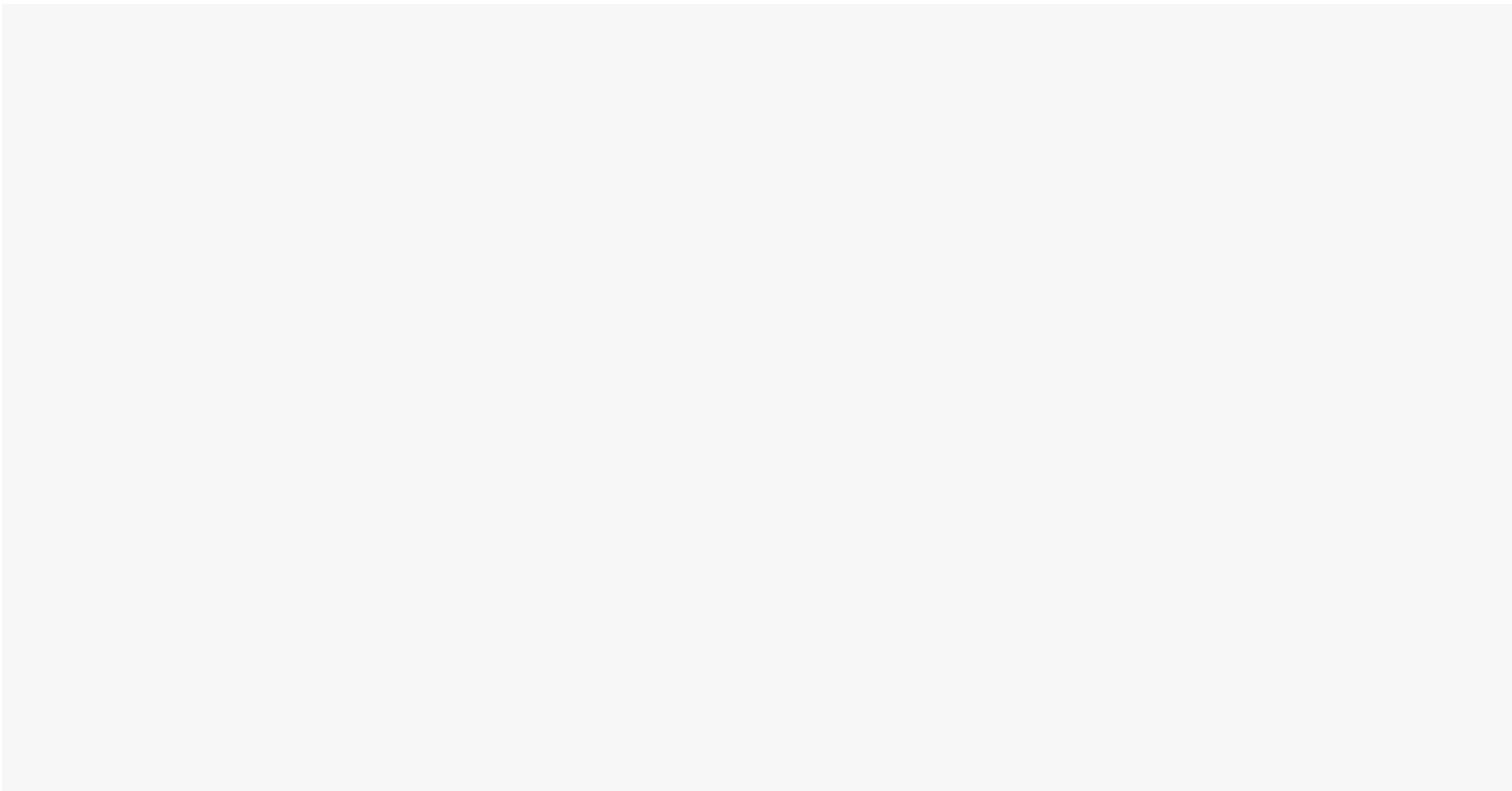


CLIENT CHARACTERISTICS

5. Common worries:

Ask Chat GPT - What are the common worries our type of clients have about hiring services like ours?

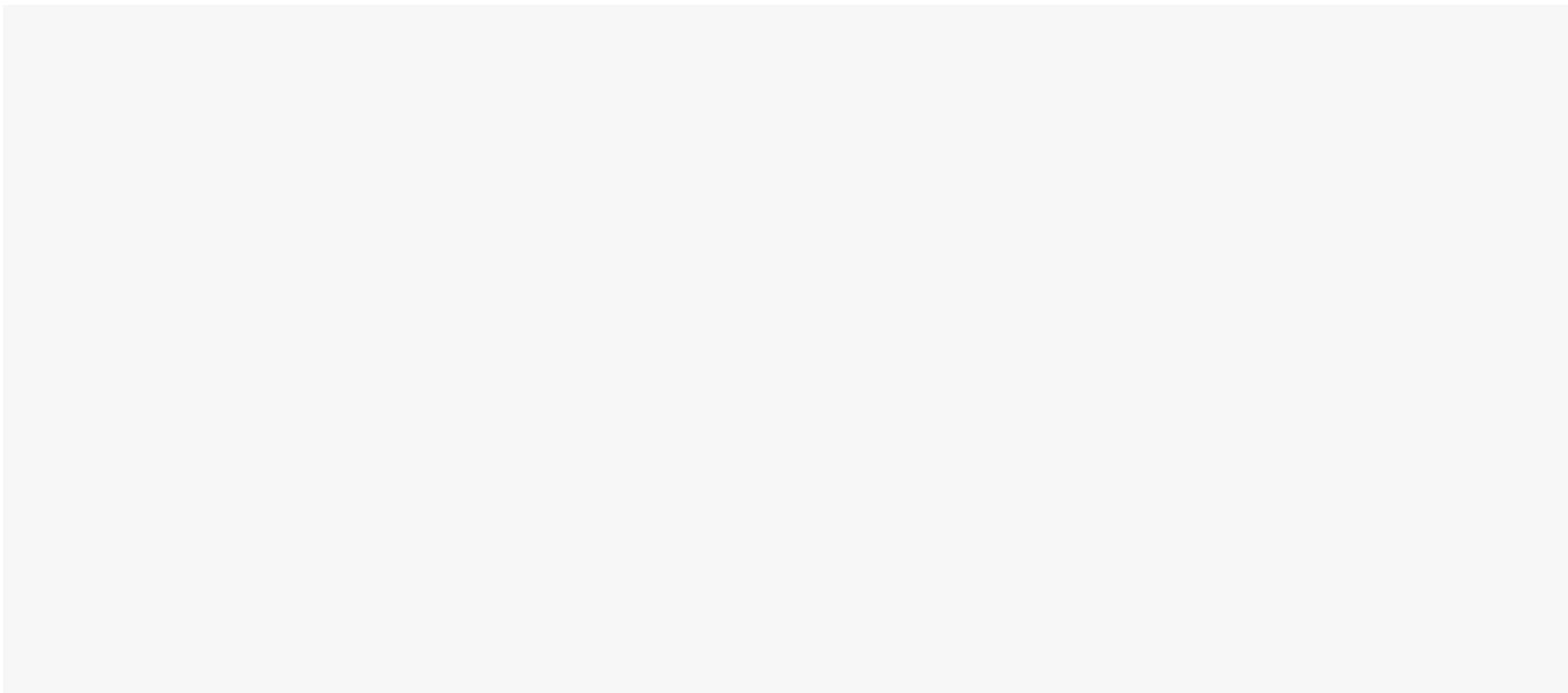
Examples: *Cost-effectiveness, Expertise and Experience, Alignment with Business Objectives, Implementation Challenges, Data Security and Privacy, Organizational Change Management, Long-term Sustainability.*



6. Common situations and experiences:

Ask Chat GPT - What are our client's current realities/daily work experiences in relation to our offer?

Examples: *Strategic Planning and Roadmapping, Technology Assessment and Vendor Selection, Change Management and Stakeholder Alignment, Project Management and Implementation Oversight, Performance Measurement and ROI Analysis, Knowledge Transfer and Skill Development, Vendor and Partner Management.*



CLIENT CHARACTERISTICS

7. Common fears about hiring services like yours:

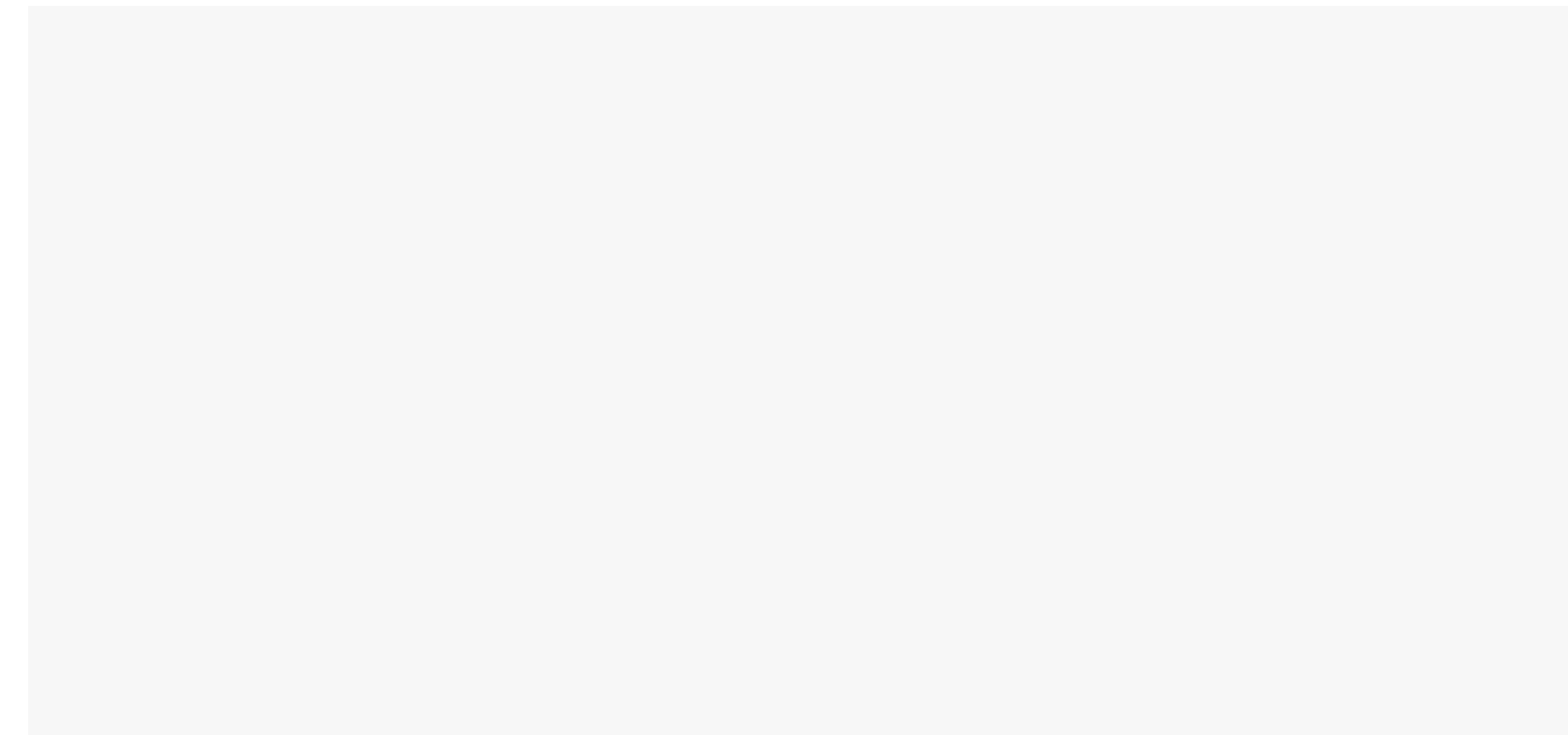
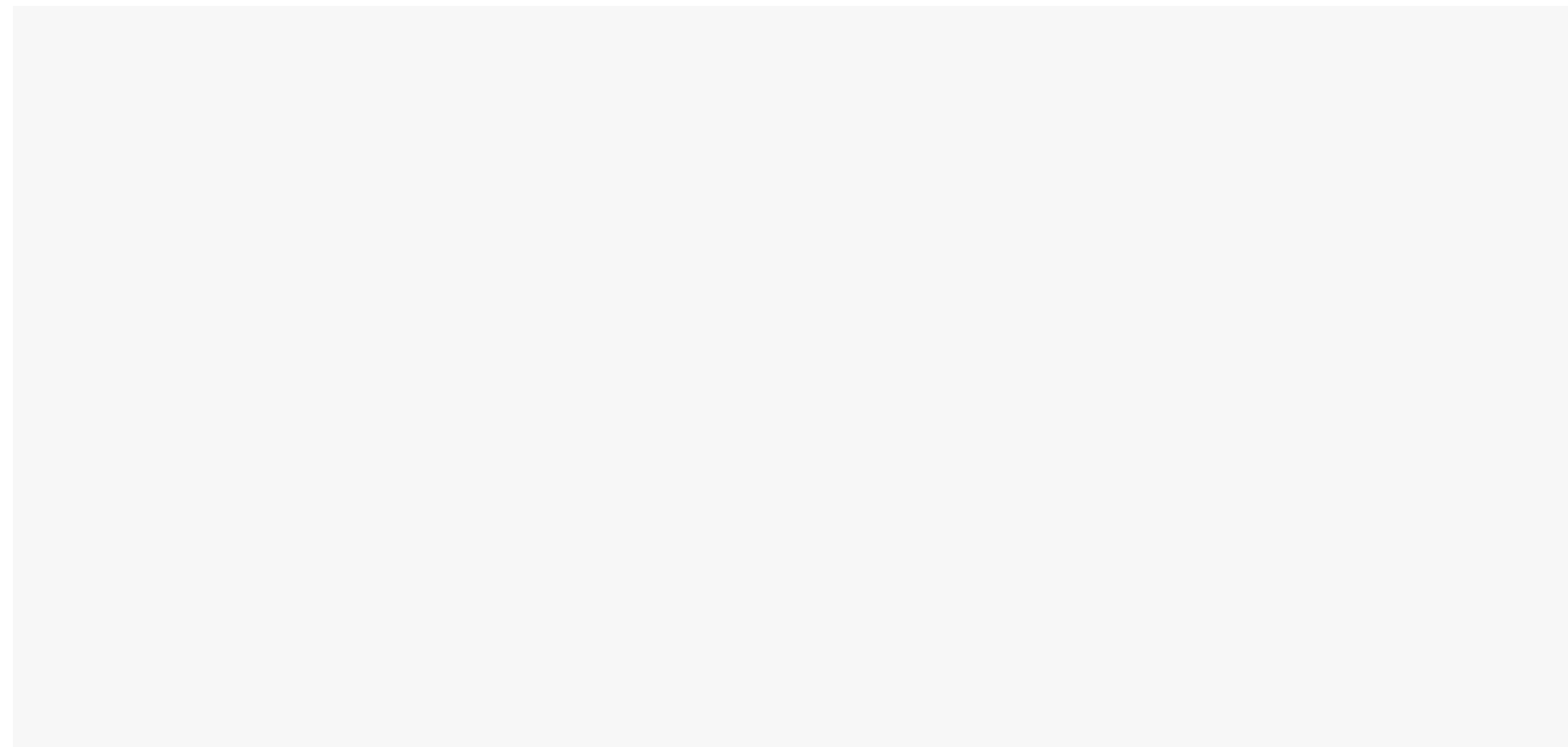
Ask Chat GPT – What are our client’s irrational beliefs about the worst-case scenario that could happen in relation to our services?

Examples: *Loss of Control, Lack of Understanding of the Business, Dependency on Consultants, Overlooked Internal Talent, Excessive Costs and Budget Overruns.*

8. Unrealistic hopes of quickly solving their problem:

Ask Chat GPT – What are our client’s unrealistic fantasies about what could positively happen?

Examples: *Examples: Overnight Success, Technology as a Silver Bullet, Seamless Implementation with No Disruptions, Immediate Adoption and Enthusiasm, Competitive Advantage without Continuous Effort.*



CLIENT CHARACTERISTICS

9. Who are our most profitable clients?

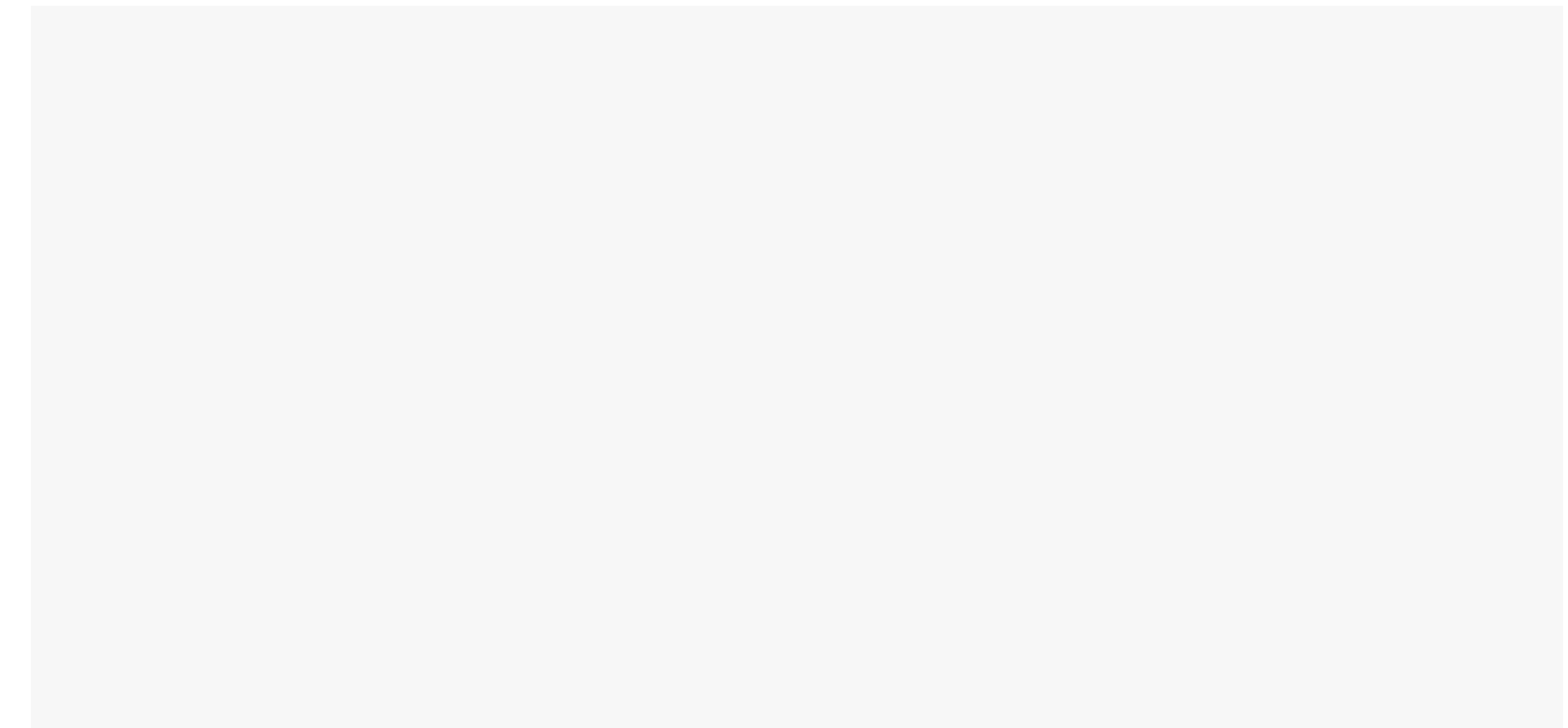
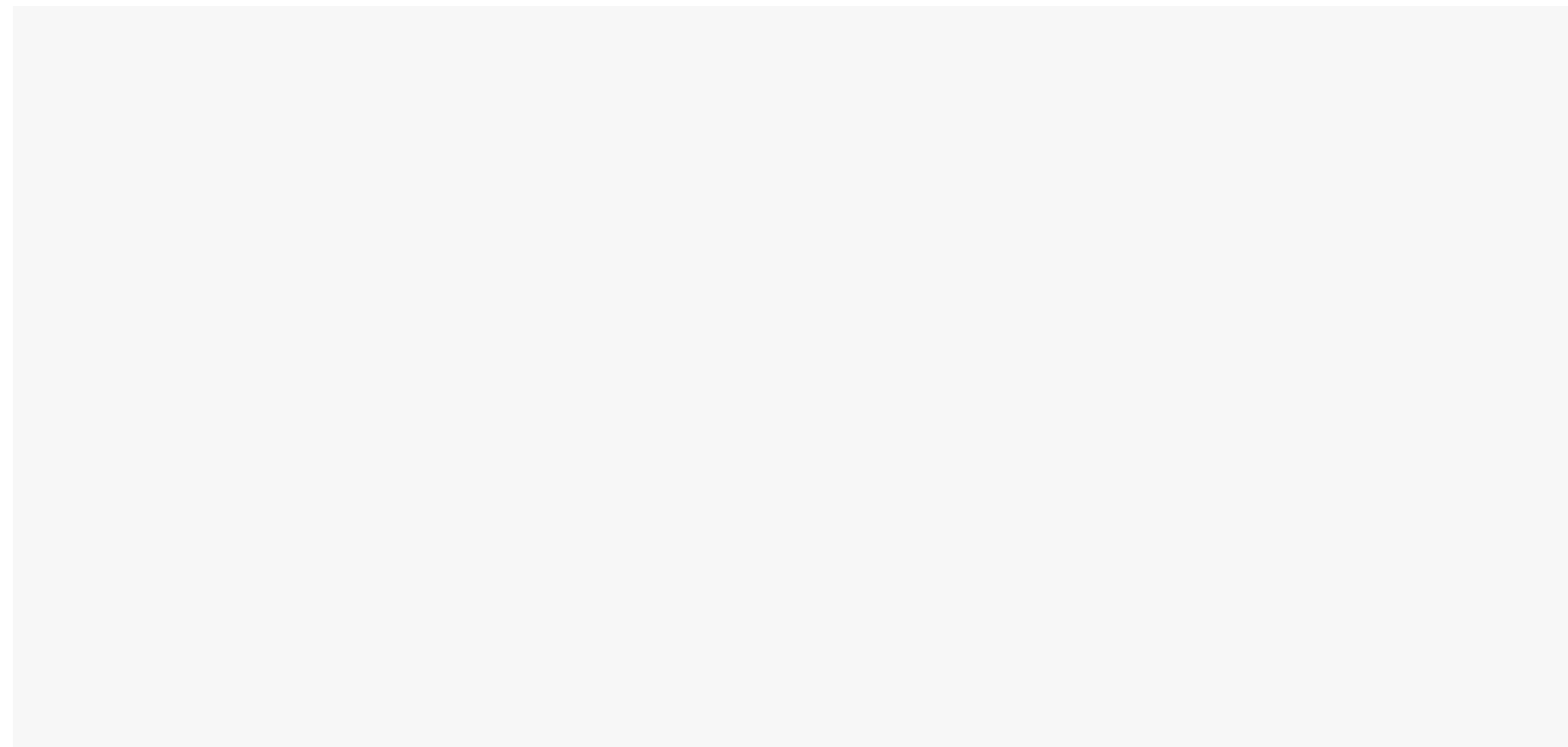
Ask Chat GPT - Which types of companies are most ready and willing to pay for our services?

Examples: Large Enterprises, Traditional Industries Undergoing Disruption, Global and Multi-National Organizations, Highly Regulated Industries, Customer-Centric Service Industries, Companies with Strong Innovation Focus.

10. What do they want the most?

Ask Chat GPT - What is most intrinsically important to the decision-makers in need of our services?

Examples: Business Value and ROI, Strategic Alignment, Innovation and Future-Proofing, Customer-Centricity, Organizational and Cultural Change, Data-Driven Decision Making, Security and Risk Management.



CLIENT CHARACTERISTICS

11. What do they want to avoid the most?

Ask Chat GPT – What would immediately turn our prospective clients off?

Examples: Lack of Industry Experience, Limited Track Record or References, Generic or One-Size-Fits-All Approaches, Overemphasis on Technology Alone, Lack of Clear Methodology or Process, Ineffective Communication and Collaboration, Lack of Knowledge Transfer and Capacity Building.

12. What else do our MPC have in common?

Ask Chat GPT – What else do our most profitable clients want or need in relation to our type of services?

Examples: Stakeholder Management, Change Management, Technology Evaluation and Adoption, Risk Management and Cybersecurity, Talent Management and Upskilling, Continuous Improvement and Innovation, Data-Driven Decision Making, Collaboration with External Partners.




CLIENT PROFILE SUMMARY

Our most profitable clients are hesitant to hire us because of **[1. Common fears]**. But, they need to hire us because of **[2. Common pain points]**. What's stressing them out at the moment is **[3. Common immediate needs]**. Ideally, what they want is **[4. Common wants and goals]**. What worries them the most about hiring us is **[5. Common worries]**. What's taking up all their attention is **[6. Common situations and experiences]**. And if they didn't have to worry about **[7. Common fears about hiring services like yours]**, they'd be more likely to hire us and we could help them get a bit closer to **[8. Unrealistic hopes of quickly solving their problem]**. Our most profitable clients are **[9. Our most profitable clients are...]**. What they want most is **[10. What they want most]**. What they want to avoid is **[11. What they want to avoid most is..]**. And they also want **[12. What they also want]**

Write Summary

Profile Snapshot

	Job Title	<input type="text"/>	
	Name	<input type="text"/>	Age <input type="text"/>
	Education	<input type="text"/>	
Likes and Dislikes (10 and 11)		Wants and Needs (3 and 4)	
<input type="text"/>		<input type="text"/>	
Frustrations and Fears (1 and 2)		Our Features and Benefits	
<input type="text"/>		<input type="text"/>	
Keywords			
<input type="text"/>			