

# PROFILER

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IDEAL CUSTOMER  
PROFILE KIT

# INSURANCE

DOUBLE CLICK FIELDS  
TO FILL OR PRINT

## OFFERING

### DEMOGRAPHICS

### MAJOR INFLUENCERS

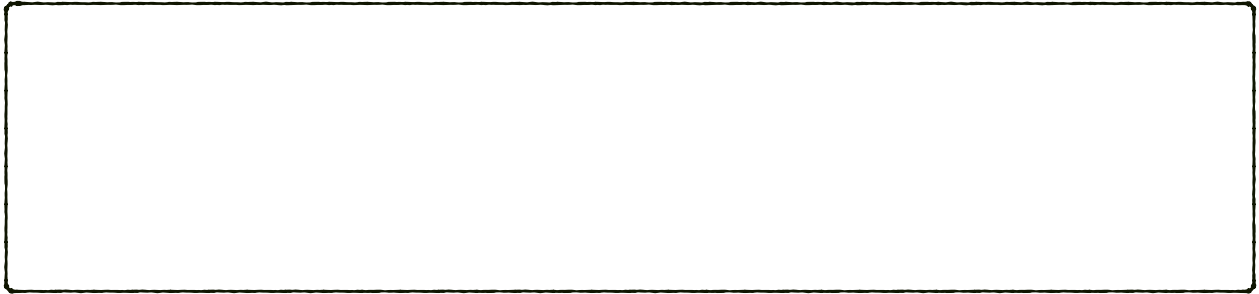
### HOPES AND GOALS

### PAIN POINTS

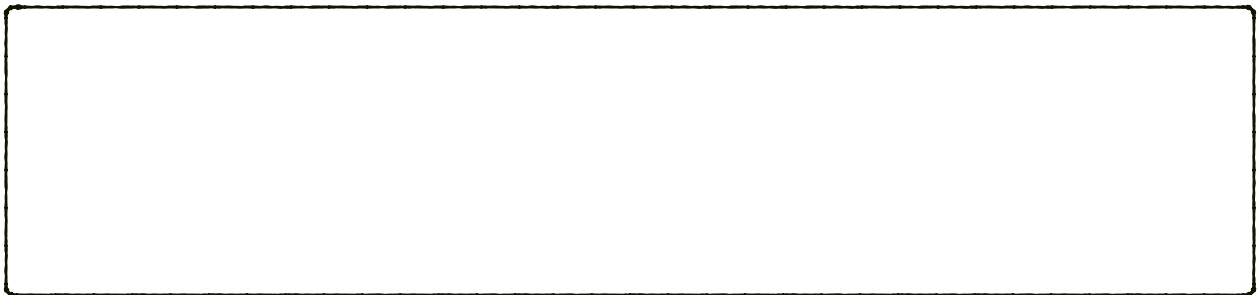
### PRICE SENSITIVITY

### COMMON OBJECTIONS

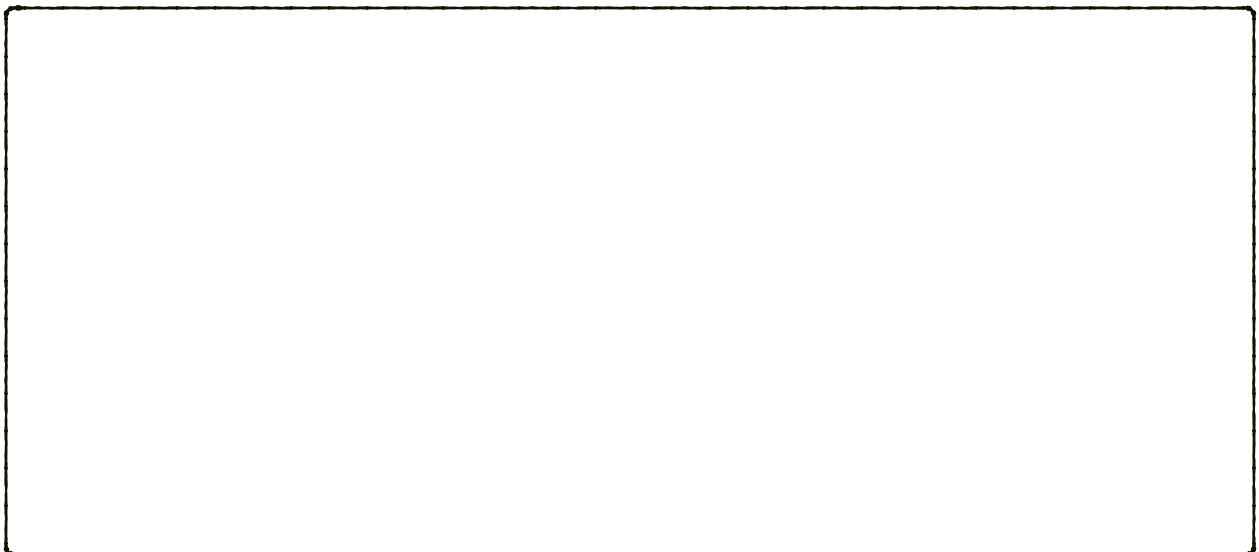
DECISION FACTORS AND PROCESS

A large, empty rectangular box with a thin black border, intended for writing or drawing content related to decision factors and process.

SERVICE USAGE

A large, empty rectangular box with a thin black border, intended for writing or drawing content related to service usage.

ELEVATOR PITCH

A large, empty rectangular box with a thin black border, intended for writing or drawing content related to an elevator pitch.