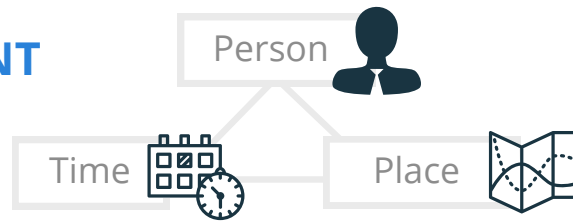




The Intent Engine™

IDEAL CLIENT PROFILE



What problems does my ICP face?  



Ask implicit and explicit questions framed against the problem

1. Why?
2. What?
3. How?
4. Now?



Content written to answer the Questions

1. Mirroring the problem.
2. Prescribing a solution to the problem.
3. Listing Benefits of the solution.
4. Identify the opportunity costs.
5. Positions of the ICP.

Gains or Fears

Emotional

Logic

Analytical



Design decision of type of content produced

- 1. Familiarity:**
How the market knows you
- 2. Form:**
Display of content
- 3. Format:**
Type of creative display
- 4. Function:**
How it works

