The BACON System

The Perfect Marketing Strategy - Past Income

Option 1) Passive Income: _____

Name	Age	Gender	Origin	Income	Status
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner

_____

Learn More: BaconCoach.com/bwm

The Perfect Marketing Strategy - Past Income

Option 2) Recurring Income: _____

Name	Age	Gender	Origin	Income	Status
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner

Learn More: BaconCoach.com/bwm

The Perfect Marketing Strategy - Past Income

Option 3) One Time: _____

Name	Age	Gender	Origin	Income	Status
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner

Learn More: BaconCoach.com/bwm

The BACON System

The Perfect Marketing Strategy - Past Income

Option 4) One Time - Recurring: _____

Name	Age	Gender	Origin	Income	Status
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner

Learn More: BaconCoach.com/bwm

The BACON System

The Perfect Marketing Strategy - Past Income

Option 5) Large Ticket: _____

Name	Age	Gender	Origin	Income	Status
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner
	❑ 25-35 ❑ 35-45 ❑ 45-55 ❑ 55-65 ❑ 65+	❑ M - ❑ F	❑ White ❑ Black ❑ Hispanic ❑ South Asian ❑ West Asian	❑ <30K ❑ 30K-75K ❑ 75K-150K ❑ 150K-250K ❑ 250K+	❑ Employed ❑ Self Employed ❑ Dual Income ❑ Manager ❑ CEO/Owner

Learn More: BaconCoach.com/bwm

The BACON System

The Perfect Marketing Strategy - Past Income

Option 6) Large Ticket - Recurring: _____

Name	Age	Gender	Origin	Income	Status
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner
	❏ 25-35 ❏ 35-45 ❏ 45-55 ❏ 55-65 ❏ 65+	❏ M - ❏ F	❏ White ❏ Black ❏ Hispanic ❏ South Asian ❏ West Asian	❏ <30K ❏ 30K-75K ❏ 75K-150K ❏ 150K-250K ❏ 250K+	❏ Employed ❏ Self Employed ❏ Dual Income ❏ Manager ❏ CEO/Owner

Learn More: BaconCoach.com/bwm

The BACON System

The Perfect Marketing Strategy - Past Income

| Your Customer Base | Ideal Customer | Perfect Solution | Your Products Services |

Final Thoughts - Your Online Sales Conversation

Create a conversation to your new Ideal Customer Avatar and your Ideal Solution For Them...

_____

_____

_____

_____

_____

Learn More: BaconCoach.com/bwm