
Answer in your own words. Short answers are better than long ones.

01 Who uses it every day?

The person who opens your product on a normal Tuesday.

02 Who signs off on the cost?

Often not the same person as 01. Write both.

03 What happens right before they need you?

A new hire, a funding round, a tool that broke, a target they missed.

04 Which titles show up in your best deals?

Look at your last 5 customers, not your pitch deck.

05 What company size is too small and too big?

Write two numbers. Everything outside them is a no.

06 What words do they use for the problem?

Their words, from calls and posts. These become your search keywords.

07 Who looks like a fit but never buys?

Agencies, students, competitors, companies too early. Exclude them up front.

08 What do they use today instead of you?

A tool, a spreadsheet, an intern. People who use it are your competitor signal.

EXAMPLE	Northdesk, a made-up help desk for SaaS teams
01	Daily user Support leads and agents.
03	Right before A new Head of Support starts, or ticket volume doubles after a launch.
05	Size 20 to 200 people.
06	Their words "ticket backlog", "first response time", "support is drowning".
07	Never buys Agencies and companies under 10 people.
08	Today A shared inbox and a spreadsheet, or a bigger help desk they outgrew.

Turn the answers into signals

03 · New Head of Support	→ New role signal
06 · "support is drowning"	→ Keyword posts on LinkedIn, X, Hacker News
08 · The tool they use today	→ Competitor engagers

Or paste your website URL into Funkel AI and review the buyer profile it drafts.