

Ideal Client Questionnaire!

What is their name?

Age:

Gender:

Occupation and income:

Marital Status:

What are their hobbies/interests/passions?

What do they do in their spare time?

What are their fears?

What are their dreams?

What makes them happy?

How do they best like to communicate? (Email, phone, text etc..)

Where do they spend their time online? (Specific Social Media or Websites)

Where do they spend their time offline?

What are their current challenges and frustrations?

How are these impacting:

Family:

Work/Career:

Relationships:

Hobbies/Interests:

What are their priorities right now?

What are their pain points?

Why do these resonate with you?

What are the common themes between you and your ideal client?