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Ideal Client Questionnaire

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Understanding who your ideal client is will help you create better (and more specific) targeting and that will of course, increase sales and working with the right people.

In this questionnaire, we're going to deep dive into who your ideal client really is.

Are they female or male?

Where do they live?

What is their age range?

Do they have kids?

Do they have a job or do they own their own business?

Are they married?

How much do they currently make per year?

How much do they want to make?

What is their favorite drink?

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What is their style (modern/chic, traditional, punk rock)?

What are their favorite stores (Amazon, Banana Republic)?

What are their 3 biggest issues right now?

How do they feel around these 3 issues?

How are you going to solve their problem? What service will you provide?

What makes you different from the others out there selling the same thing?

Why is that important to your ideal client?

These are just a few questions to deep dive into. It should get the ball rolling on where you can start looking for your ideal client on Facebook.