**CLIENT PROFILE QUESTIONNAIRE TEMPLATE**

CLIENT DEMOGRAPHICS

|  |  |  |
| --- | --- | --- |
| 1 | Age range of this client group?  |   |
| 2 | Gender or all genders?  |   |
| 3 | Level of education (this will be different for different profiles)?  |   |
| 4 | Career or job? Add a specific occupation or a category.  |   |
| 5 | Where do they live? City, neighborhood, type of housing?  |   |
| 6 | Household composition? Single? Married? Children? Pets? How many and how old?  |   |
| 7 | Race or ethnic origin, if pertinent? |   |
| 8 | Other details: |   |

CLIENT PSYCHOGRAPHICS

|  |  |  |
| --- | --- | --- |
| 1 | Hobbies and cultural or sports interests?  |   |
| 2 | Favorite movies, websites, TV shows, magazines?  |   |
| 3 | What is the obstacle that your product or service helps them overcome?  |   |

CLIENT PSYCHOGRAPHICS *continued*

|  |  |  |
| --- | --- | --- |
| 4 | Why would a client hesitate to try your product or business? Lack of familiarity? Travel distance?  |   |
| 5 | What specific concerns would prevent a client from returning to your business?  |   |
| 6 | Why would someone recommend your business?  |   |
| 7 | How much do clients spend on offerings similar to yours? How often do they purchase? |   |
| 8 | Additional observations: |   |

MARKETING DIRECTION

|  |  |  |
| --- | --- | --- |
| 1 | What channels will best reach this client profile? |   |
| 2 | Will promotions entice this client, and, if so, what kind of promotions? |   |
| 3 | What specific channels and promotions are not suited to this client? |   |
| 4 | What new products, services, or updates would attract this client? |   |
| 5 | Other details: |   |

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