

CLIENT PROFILE QUESTIONNAIRE TEMPLATE

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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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