

Your CUSTOMER AVATAR Interview Questionnaire

...continued



Questions to ask during your live interview:

Unmet Needs

- What are a few things you struggle with most on a daily basis?
- With regards to _____, what's the fantasy that's beyond your wildest dreams?
- What kind of solutions in the __[insert your market here]__ market are you actively looking to buy?
- If this fantasy were met, what about it would you most want to brag about, and to whom would you want to brag?
- What are the biggest fears and/or frustrations prompting you to look for a solution?
- In a perfect world, what does your ideal Monday look like? What time do you get up? What kind of food do you eat? What kind of house do you live in and where?
- With regards to _____, what's your ideal outcome and how do you think you'll get it?
- What kinds of false promises by marketers in the __[insert your market]__ have you fallen for?

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...continued



Questions to ask during your live interview:

Identity

- How do you want to be remembered after you die?
- Do you curse on a regular basis?
- Forget your real age, how old do you feel?
- Do you feel like the world is generally on your side?
- What fears do you have that you don't even admit to yourself? Who do you most resent?
- What do you most want to brag about, and to whom?
- What symbolizes success to you?
- What values do you most want to impart on your children?
- What was the last thing that made you really happy/sad/angry/frustrated?

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Questions to ask during your live interview:

Market Participation

- Who are your biggest heroes generally, and in the __ [insert your market]__ market? Who do you most look up to and trust in the __ [insert your market]__ market and why? What do they symbolize to you?

- What do they symbolize to you?

- Who do you most distrust in the __ [insert your market]__ market and why?

- What product would you love to buy if someone were smart enough to make it for you?