

# Your CUSTOMER AVATAR Pre-Interview Questionnaire

Use these interview questions to get basic demographic & market data, so you can focus on high-value info during the interview

\*Thanks to Clay Collins



## Questions to ask prior to your live interview (Via Email):

### Demographic Questions

- What is your gender?
- Age? Race?
- What city do you live in?
- Do you have children? (If so, what are their ages/ genders?)
- What is your approximate personal income? (Like all other questions, this one is optional.)
- What is your approximate household income? (Like all other questions, this one is optional.)
- What is your current job and how long have you had it?
- What is your work history?
- Are you in a relationship (and if so, are you married)?
- What is your religious orientation?
- What is your political orientation?

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## Questions to ask prior to your live interview (Via Email):

### Information Sources Questions

- What are your top 3 favorite books and movies?
- How much time do you spend per week on Twitter?
- What magazines do you subscribe to?
- How much time per week do you spend on Instagram?
- What information sources in the \_\_[insert your market here]\_\_ market do you consistently consume?
- How much time per week do you spend on Facebook?
- What people/websites/newsletters do you consider to be authoritative sources of information in the \_\_[insert your market here]\_\_ market?

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## Questions to ask prior to your live interview (Via Email):

### Market Questions

- What are the last 5 products you've bought in the \_\_[insert your market here]\_\_ market and how much did they cost?
- Which ones did you like/dislike the most?
- What emails from marketers in the \_\_[insert your market here]\_\_ market do you consistently open?
- What emails from marketers in the \_\_[insert your market here]\_\_ market do you not open?
- What emails from marketers in the \_\_[insert your market here]\_\_ market have you recently opted into and out of?
- What products in the \_\_[insert your market here]\_\_ market are you most excited about?
- Do you consider yourself to be a part of anyone's tribe in the \_\_[insert your market here]\_\_ market?

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## Questions to ask during your live interview:

### Unmet Needs

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

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## Questions to ask during your live interview:

### Identity

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

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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?