

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?