



# **200 QUESTIONS TO UNDERSTAND YOUR CUSTOMER**

***What are their interests? Identify other interests your target market might have — commercially, socially, spiritually, sporting, recreation, or leisure. What else do they do and where else do they spend their money? What are their fears and desires!***

***Take your customer through this 200 question framework to truly understand your customer, if you do this right it should form the basis of any targeting you do in online marketing...***

## ***The Questions***

### **Demographics**

1. How old are they?
2. Where do they live?
3. What country
4. What region?
5. What state?
6. What city?
7. What neighbourhood?
8. What is their gender?
9. What is their sexuality?
10. What is their relationship status?
11. What do they want it to be?
12. Do they have kids?
13. Do they want kids?
14. How many languages do they speak?
15. What's their native language?
16. What's their ancestral background?
17. Are they well travelled?
18. What's their education history?
19. What industry are they in?
20. Are they looking to transition to a new industry?
21. What level of experience do they have?

# 200 QUESTIONS...

23. Are they seeking a new job?
24. How much do they make?
25. How much do they want to make?
26. What car do they drive?
27. What's their dream car?
28. Where do they shop?
29. Are they an online shopper?
30. What brands do they buy?
31. What brands do they want to buy?
32. What sort of place do they live in?
33. Do they want to move?
34. Where do they want to live next?
35. How do they vote?
36. Do they vote?
37. What music do they listen to?
38. What's their favourite book?
39. How many do they read in a year?
40. Do they read a newspaper?
41. Do they get their news online?
42. What's their most-used app?
43. Are they in debt?
44. Do they have a smartphone?
45. Is it Apple or Android or something else?
46. Do they use social media?
47. How many times a day do they check it? \What's their favourite platform?

## Psychographics

48. Are they a penny-pincher?
49. What do they value?
50. Are they a know-it-all?
51. What don't they know?
52. Are they open-minded?
53. Are they desperate?
54. Are they feeling betrayed by someone
55. Are they feeling betrayed by something?
56. Are they innocent?
57. How about naïve?
58. Are they rebellious?
59. Why do they rebel?
60. Are they self-accepting?
61. What makes them confident?
62. Are they unprotected?
63. Are they feeling vulnerable?
64. Are they feeling excluded by a group or individual?
65. Do they feel left out?

# 200 QUESTIONS...

66. Were they “cool” at school?
67. Are they “cool” now?
68. Do they see things in black and white?
69. Are they a special snowflake?
70. What makes them unique?
71. Are they hard to please?
72. Are they a quitter?
73. What makes them quit?
74. Are they a wannabe?
75. What do they want to be?
76. Are they nerdy?
77. What do they nerd out about?
78. Are they funny?
79. What’s their brand of funny?
80. Are they difficult to work with?
81. Do they hate something?
82. What fuels their hate?
83. Are they feeling protective of something?
84. Why is that?
85. Are they artistic?
86. Do they think they’re creative?
87. Do they wish they were creative?
88. Are they sensitive?
89. Are they defensive?
90. Why are their hackles up?
91. Are they feeling unattractive?
92. Has someone made them feel that way?
93. Do they feel loveable?
94. Why or why not?
95. Are they trusting?
96. Who do they trust the most? Why?
97. Are they happy?
98. What would make them happier?
99. Do they think they’re successful?
100. What’s stopping them from achieving success?
101. Are they hopeful about the future?
102. What is their biggest disappointment?
103. What is their proudest accomplishment?
104. When they feel most at peace, what are they doing?
105. When they are stressed out, what are they stressing about?

## Story - Day In The Life Of (DITLO)

106. What do they do when they wake up?
107. What are their first thoughts?
108. Who are they angry at?
109. What are they excited about?

# 200 QUESTIONS...

- 110. What car do they drive?
- 111. What work do they do?
- 112. What family do they come home to?
- 113. What politicians do they hate?
- 114. What does it look like if nothing changes?
- 115. What are their problems/what language do they use to describe it?

## Brand/Consumption Insights

- 116. What's in their garage?
- 117. What car is there?
- 118. How many cars?
- 119. What car do they wish was there?
- 120. His/hers?
- 121. What toys do they have in there?
- 122. Do they do watersports?
- 123. Are they hoarders or minimalist?
- 124. Do they do yard work? What tools do they have?
- 125. Are they adventurous?
- 126. What outdoor brands are there?
- 127. Do they renovate? What products do they use?
- 128. Is the garage a home gym or used for some kind of activity?
  
- 129. What's in their pantry?
- 130. Are they buying health foods?
- 131. Do they have supplements?
- 132. Making lots of food or mainly pre packaged?
- 133. What brands do you see? High end or low?
- 134. What are they eating for breakfast?
- 135. Are they eating on the go or made at home?
- 136. What cereals are there?
- 137. What sauces do they buy?
- 138. Are they a coffee or tea person?
- 139. Why?
- 140. Is it organised or is it a mess?
  
- 141. What's in their lounge?
- 142. Do they own a TV?
- 143. Is it the centrepiece or off to the side?
- 144. What do they watch on it?
- 145. Netflix or satellite?
- 146. Binge or consistent watches?
- 147. Are they movie buffs? And what genre?
- 148. Describe their lounge
- 149. Does it include art?
- 150. Where did they buy the lounge suite?
- 151. Is this the only lounge or do they have several?

# 200 QUESTIONS...

- 152. Who Influences them?
- 153. Do they follow particular newsreaders?
- 154. What way do they swing politically?
- 155. Do they consume on YouTube?
- 156. If so, who or what might they be watching?
- 157. What source of information is considered most authentic to them? I.e, news on tv, reviews/testimonials

## Purpose/Values Insights

- 158. What drives them?
- 159. Do they feel like they need to leave a legacy?
- 160. Are they family orientated or career oriented?
- 161. Are they trying to 'Keep up with the Jones'?
- 162. What does being successful look like to them?
- 163. When will they retire?
- 164. Would they rather lead or be led?
- 165. If they run a business do they consider themselves an entrepreneur or business owner?
- 166. Are they driven by lifestyle?
- 167. What do they fill their primary personal or professional space with most?
- 168. How do they spend their time primarily when they are awake?
- 169. How do they spend their energy most and what energises them most?
- 170. How do they spend their money?
- 171. Where are they most organised and ordered?
- 172. Where are they most reliable, disciplined and focused?
- 173. What do they inwardly think about most?
- 174. What do they visualise, and then realise, most?
- 175. What do they internally dialogue with themselves about most?
- 176. What do they talk about most to others in social settings?
- 177. What inspires them most?
- 178. What are their most consistent long-term goals that are coming true?
- 179. What do they love learning, reading, studying or listening about most?
- 180. Based off the above, what do you think their core values are?
- 181. Do they feel like they have a mission?
- 182. Are they clear about their mission or are they still trying to figure it out?
- 183. Are they spiritual, or feel like there is a higher calling? (not necessarily religious)
- 184. Have they done any personal development?
- 185. Do they follow any 'gurus' in life or business?
- 186. Do they feel a calling to share their knowledge with others?
- 187. Do they believe in work/life balance or work/life integration?
- 188. Have they experienced something traumatic in their life that's made them have an Aha! moment?
- 189. Have they experienced something joyful in their life that's made them have an Aha! moment?
- 190. Have they invested in any training?

# 200 QUESTIONS...

- 191. How educated are they? No degree, bachelors, post-graduate etc
- 192. Do they value education?
- 193. Do they value university?
- 194. Do they lean towards more socialist or capitalist tendencies?
- 195. What will they do when they retire?
- 196. Or do they believe they will work until they die?
- 197. Why?
- 198. Do they worry about the future?
- 199. Why?
- 200. What's on their bucket list?

***Now you're at the close of the 200 question framework you should be able to visually and verbally tell a story about your customer.***

***Use these insights as the basis for targeting and messaging for your different marketing collateral. You could even try addressing some of these key questions in your content to talk directly to their painpoints!***



Another bad review  
**YOUR PRODUCT SUCKS**



# **CUSTOMER AVATAR WORKSHEET**

***The holy grail of marketing, is to first understand who you're marketing to!***

You know building a customer avatar (also called a buyer persona ) will have a huge impact on your marketing. You even have attempted it But how? We'll get into the how-to in just a second, first understand that a customer avatar is...

This exercise will impact every aspect of your marketing and sales process including...

- Content Marketing
- What blog posts, videos, podcasts, lead magnets, etc. should you create to attract and convert your avatar
- Paid Traffic – Which ad platforms should you buy traffic from and targeting options you should use
- Copywriting – How you should describe offers in your email marketing, ads and sales letters in a way that compels your avatar to buy
- Email Marketing – How do I write copy to keep my customer engaged with my brand and ready to buy

... and that's just scratching the surface. Any part of the marketing and sales process that "touches" the customer will improve when you get clear on your customer avatar (even if you sell to other businesses or government agencies!).

***Remember, it's a person that buys our products and services. It pays to get clear on the characteristics of that person, so you can find and present them with a message that moves them to action.***

# CUSTOMER AVATAR WORKSHEET

Fill this sheet in digitally or print it out

Age \_\_\_\_\_  
Gender \_\_\_\_\_  
Marital Status \_\_\_\_\_  
Number of Children \_\_\_\_\_

Location \_\_\_\_\_  
Occupation \_\_\_\_\_  
Job Title \_\_\_\_\_  
Annual Income \_\_\_\_\_

## GOALS & VALUES

Think of your ideal customer, what do they want in life? What do they value?

Goals

Values

## CHALLENGES & PAINPOINTS

What challenges to them every day?  
What causes annoyance or pain?

Challenges

Painpoints

## CONSUMPTION BEHAVIOUR

Where do they source information?  
What media informs their decisions?

List all publications and media your avatar consumes below...  
(YouTube, Newspapers, Magazines, Gurus, Business leaders etc)

## ROLE IN PURCHASE

Do they make the decision to buy?  
What would stop them purchasing?

Describe their role in purchase

What objections might they have?