

ASK QUESTIONS

Target Market Profiler

It is amazing how often your target market will be able to articulate the best positioning for your firm, even if you can't. Ask or hire someone to ask your target market these telling questions. You will gain invaluable insights into your target market that will help guide your marketing and accelerate revenue growth.

Company

Date

Person Interviewed

1. When it comes to "X" what is your single biggest problem or challenge? Please be as detailed and specific as possible. (X = what you do)

2. Where did you go and what have you done to troubleshoot this problem?

3. How much is this problem costing you?

4. How much would you be willing to pay to solve this problem?

5. How is this problem making you feel?

6. What have you done to try to solve this problem?

7. When it comes to "X" what do you want? (X = what you do)

8. Why do you want that?
(We're digging for the underlying reason here, not what's at the surface)

9. When it comes to "X" what don't you want? (X = what you do)

10. Have you worked with companies like ours in the past?

11. What did you like and dislike about working with them?

12. Did you have any fears/concerns about working with companies like ours?

13. How do you like to be supported or assisted by vendors, partners, or service providers?

14. What factors help you choose one vendor, partner, or service provider over another?

15. What phrases would you use to search for services like ours?

16. Can you share the steps you take to make buying decisions (becoming aware of the problem, researching solutions, qualifying solutions/providers, etc.)?

17. What would motivate you to recommend a product or service like ours to others?

18. When it comes to "X", what issues do you care about? What keeps you up at night? (X = what you do)

19. Can you share any past experiences with similar products or services, and what did you like or dislike about them?

20. How do you like to be supported or assisted by vendors, partners, or service providers?

21. What blogs and online publications do you read?

22. What communities, organizations, or associations do you belong to (offline and online)?

23. What social media networks and platforms do you use?

24. What format do you prefer to consume content?

25. What thought leaders, writers, bloggers, and industry experts do you follow?

26. How do you research vendors online and in general?

27. When it comes to "X", what are unmet needs in the market? (X = what you do)

28. What is your chief complaint about "X"? (X = what you do)

29. What are your top 3 daily frustrations?

30. What is your day like?