

## ASK QUESTIONS

# Ideal Client Profiler

*It is amazing how often your clients can articulate the best positioning for your firm. Ask your IDEAL clients these questions. You'll gain valuable marketing insights. It's one of the best things you can do for your business!*

Company

Date

Person Interviewed

**DEEP DIVE QUESTIONS**

*Use these questions at any time during your interview to get the person you're interviewing to share more juicy details.*

1. Interesting. Can you tell me more about that?

2. And why do you [CARE ABOUT/ NEED/WANT] that?

3. What led to that decision? Walk me through your thought process.

4. Why did you decide to do it that way? What else was going on that made that the right choice?

5. [USES NEGATIVE WORDS] That seems to really bug you – I bet there's a story here.

6. [USES POSITIVE WORDS] You seem pretty excited about that – why was that a big deal?

## STEP 1: ICE BREAKERS & GENERAL QUESTIONS

*Use these questions to get the interviewee talking and comfortable with the interview process before you get into some of the more personal questions.*

1. What's your job title - and beyond that, tell me a bit about your role at your company.

2. Right now, what are your top priorities? What does success look like for you in your role? And how do you measure it?

3. What is your day like?

4. What blogs and online publications do you read?

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

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

7. What format do you prefer to consume content?

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

9. What are your top 3 daily frustrations?

10. Other potential clarifying questions (you may or may not ask these):

a. What are your communication preferences? How often would you like to receive updates or touch base with companies like ours?

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

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## STEP 2: GOALS

*Use these questions to understand better the buyer's motivation to purchase.*

1. When you decided to buy [our solution], was there a specific problem you were trying to solve or a job you were trying to get done?

2. How does [our solution] fit into the work you do? What does it DO for you?

3. How was this problem making you feel at the time?

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## STEP 3: EXPLORE DESIRED OUTCOMES

*Use these questions to explore the buyer's desired outcomes and how they'd hoped life would be better if they bought this product.*

1. When you bought [our solution], how did you hope it would improve life/business?

2. Why were those benefits so important to you? What would that ultimately help you achieve?

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#### STEP 4: PAINS WITH THE OLD SOLUTION

*Use these questions to explore the buyer's pains with other solutions they've tried or bought.*

1. Ok. Let's take a step back. What were you using before [our solution] to [get job done]? And why did you start looking for something new?

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

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#### STEP 5: TRIGGER EVENT

*Use these questions to zero in on the moment the buyer realized they had a problem to solve.*

1. Do you remember the first time you thought about needing a new "x" solution? (X = what you do)

2. What was going on in your world that triggered that first realization?

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#### STEP 6: MAPPING THE BUYER'S JOURNEY

*Use these to gather specific details about how the client found a solution and what channels and alternative solutions they considered or tried.*

1. Once you figured out you had a problem that needed to be solved (or a need that wasn't being met), how did you go about finding the right solution? Try to walk me through each step of your search in as much details as you can remember. (Becoming aware of the problem, researching solutions, qualifying solutions/providers, etc.)

2. Do you remember how you found out about our products/services?

3. Other potential clarifying questions (you may or may not ask these):

a. Where did you go, or what did you do to troubleshoot this problem?

b. What sources, online and offline, did you go to for reliable input?

c. Where did you go to find and compare solutions?

d. How do you research vendors/providers/partners online and in general?

e. Was anyone else involved in the decision to purchase our products/services? If so, what was their role?

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## STEP 7: BUYING OBJECTIONS

*Use these questions to understand their anxieties, habits, or constraints that could have stopped them from buying.*

1. Before you bought [our solution], was there anything you were anxious about that could have stopped you from trying it?

2. What fears did you have in working with a company like ours?

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## STEP 8: WINNING VALUE PROPOSITION

*Use these questions to better understand why they bought this product over other options.*

1. If you had to narrow it down, what was the #1 reason you chose to work with us?

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2. Why did you choose us over the other options you considered?

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

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## STEP 9: MEASURING SATISFACTION

*Use these questions to evaluate how happy the buyer is with the purchase and where there may be room for improvement.*

1. Now that you're using [our solution], how does it compare to your initial expectations?

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2. What do you like most about working with us?

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3. How do you feel now after working with us?

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4. What do we do that others don't?

5. Other potential clarifying questions (you may or may not ask these):

a. What can you do now that you couldn't before?

b. What's the big problem [our solution] solves?

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## STEP 10: DISCOVERING NEW OPPORTUNITIES

*Use these questions to discover what the client is still struggling with and see if there's an opportunity to help them overcome those challenges through new products, partnerships, or more client support.*

1. When it comes to "X," what's one challenge or struggle that still keeps you up at night? (X = what you do)

2. What can we do to be even more valuable to you going forward?

3. What could we/our products/services do for you that we don't?

## STEP 11: SWIPEABLE LANGUAGE

*Use these questions to gather language in the client's language that you can use in your marketing messaging.*

1. What would you say if you had to convince a friend to try [our solution]] and you only had 2 minutes to explain why they should buy it?

2. How would you describe our products/services to a friend?