



Exercise 1. „MY PERFECT CLIENT”

1. Description		
2. Age	3. Marital status	4. Location
5. Appearance	6. Occupation	7. Income
8. Interests / Hobby		9. Leisure
10. How does he/she spend holidays?		11. Does he/she take a good care of his/hers health? What activities are undertaken?
12. Does he/she prefer specific brands? What are they?		13. Where does he/she do the shopping, what shops places does he/she visit?
14. What places does he/she visit? Where are they?		15. What events does he/she participate in?



16. Where does he/she spent most of the time?	17. What are his/hers opinions, beliefs?
18. Does he/she read? What does he/she read?	19. What language does he/she speak?
20. Is he/she familiar with new technologies? Does he/she need it?	21. What websites does he/she visit?
22. What social media does he/she use? Where does he/she have an active profile?	
23. What does he/she want? What are his/hers desires, dreams?	24. What are his/hers goals? What does he/she want to achieve?
25. What bothers him/her at the moment? Is there something that makes him/hers stressed out or anxious?	26. Does he/she have any problems? What are they?



<p>27. Is he/she happy? What is the reason of his/hers happiness? Is he/she proud of sth?</p>	<p>28. Does he/she have a lot of free time? Maybe he/she is overworked?</p>
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PRODUCT
<p>1. What is the main reason your client may be interested in your product/service ?</p>
<p>2. What concerns about your product/service he/she may have?</p>
<p>3. What are his/hers expectations related to your product/service?</p>
<p>4. What does he/she know about your product?</p>
<p>5. How does he/she benefit, thanks to your product/service?</p>



6. What else?