



Client Avatar Interview Guide

Top Tips:

- Allow 20 – 30 minutes for your interview.
- Choose existing clients and/or prospects who are most closely aligned with your ideal client avatar.
- Also, consider interviewing ideal prospects who purchased your product from a competitor (for a broader insight into what may be causing a blockage to your prospects buying from you).
- Ask as many open-ended questions as you can (Who, What, How and the really great one, Why).
- Don't follow this list robotically. It could limit you. If your interviewee mentions something interesting that is worth exploring, feel free to “follow your nose” and ask more about that – you just might make an amazing breakthrough in understanding an issue or desire you never knew your ideal client had.
- Wherever possible, record the interview (always ask permission first) and have the interview transcribed (Skype is great for this and I use a tool called Call Recorder for the recording www.ecamm.com/mac/callrecorder).
- This is a BIG one – gauge the appropriateness of some of these questions – some people may not want to answer information about their living arrangements or marital status, so be sensitive to that.
- Look for empathy. Aim to go deeper, where possible/appropriate on answers where you may at first get a “stock standard” response for your interviewee.
- Create a sense of a “safe place” – preferably not a noisy, public location and assure your interviewee of your confidentiality and encourage them to answer as openly and fully as they can. Often, if you declare to them you are really looking for answers beyond the usual stock standard, people will be happy to assist, if they can.



Questions:

Demographics

- Age
- Income Range
- Gender
- Occupation
- Education
- Address
- Type of accommodation (house, apartment, etc.)
- Do you live alone or with others?
- Married?
- Children?

Firmographics (if relevant ie B2B)

- Age of business
- Revenue size
- Industry
- Customer size
- Structure (flat or hierarchical)
- Who do you report to and who reports to you

Lifestyle

- What do you do in your spare time – hobbies, interests, etc.
- What kind of car do you drive?
- What is your favourite holiday destination?
- What is your favourite movie?

Personal

- What are the top 5 things you are most worried about in your life right now?
- What are the top 5 things going really well in your life right now?
- How would you describe your personality? eg: extroverted, introverted.
- What would be the top 5 traits you would use to describe yourself?
- Can you describe your typical day to me?



Problem/Solution/Purchase-related

- What associations and networks do you belong to?
- If you could solve 5 problems relating to (XX the solution I offer) by waving a magic wand right now, what would those problems be and what would solving them look like to you?
- Which one of the above is the biggest problem?
- What are the top 3 threats related to (XX the solution I offer) that you are experiencing right now?
- What are some areas of opportunity that would open up for you if you had a better solution in place for (XX the solution I offer)?
- Tell me about a time when you felt closest to having success with (XX the solution I offer).
- How often have you purchased (XX the solution I offer)?
- Were you the decision-maker in that purchase (if not, who was)?
- Can you tell me about those experiences (where, when, level of satisfaction etc)?
- How do you learn more about (XX the solution I offer) eg: blogs, training programs, media sources, friends, family and other information sources?
- What goals do you have that (XX the solution I offer) can help you to achieve?
- Is there anything else you would like to add about (XX the solution I offer)?

Remember... follow your nose... ask other questions opened up by the discussion.