

SWIPE KIT BY

KAYE PUTNAM



# **Ideal Client Interview & Survey**

## QUESTIONS

Learn more about your  
ideal client in 30 minutes  
than ever before.

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# IDEAL CLIENT Questions

This is a great starting place for customer interviews. They can be used in a written form, but work best as a Skype Interview. On the phone, this type of interview will generally take about 30 minutes. The key is to get your interviewee talking freely while you take notes. Feel free to riff and improvise to explore deeper into their answers. (Also, ask these in your own words. Keep it conversational!)

Take notes of key phrases, emotional high/low points, and words they use.

## ABOUT THEM

- What does your typical day look like?
- What other products do you use?
- What do you love about...? What do you hate about ...?
- What events do you attend?
- What websites/publications/ newsletters do you read?
- Who do you admire?
- What or who got you interested in this topic?
- What are your favorite brands?
- Do you remember the last time you were “wow’ed” by a company?
- What gets you excited to get up in the morning?
- What do you look forward to on the weekends (or in your free time?)

## ABOUT YOU

- Who do you think we compete with?
- If you weren’t using our product what would you use?
- Describe what we do.
- How would you describe the benefit of what we do?
- How would you measure the value we provide?
- What market are we in?

NOTES



## BUYING PROCESS

- How did you know you needed something like our solution?
- What triggered your search for a solution?
- Was there anything that would have stopped you from making a purchase?
- Did you talk to anyone before making your decision to buy? Who?
- Did you make a short list? Who else was on it?
- What was your short list criteria?
- Did you do any research before you bought? Where?
- Who else was involved in the purchase? How?

## SURVEY QUESTIONS

- If you could wave a magic wand and change something, what would it be?
- What's happening now that is motivating you to make a change?
- What goals would you like to achieve in 3 months, 1 year, and 3 years?
- What are your constraints? (What's holding you back?)
- What have you already tried to fix/change this?
- Who or where do you get inspiration & education from on this topic?
- How do you measure your success in this area?
- How will your business/life change if you accomplish your goal?

# NOTES



## Let's set the stage for your life's best work.

Hi there! My name is Kaye Putnam. I'm a psychology- driven brand strategist who helps companies and people discover the truest and most impactful expression of their brand.

Here's what I believe: **you are a genius.** Truly. We all have talents and skills that we are unnaturally amazing at. (If you aren't sure what yours is, it's probably something you take for granted every day.)

Building brands for geniuses like you is my life's work because I get to have an exponential impact. When your genius is out in the world, you will go on to impact so many more people.

Through my marketing and psychology degree and client work with over 100 brands, I've tweaked & tested a proven step-by-step system to build In Demand Brands. I use a powerful cocktail of intuition, timeless archetypes, an psychology to define a brand's most powerful message. You can learn more at [kayeputnam.com](http://kayeputnam.com).