



Client Research

- What's your background - how'd you get here? Tell us your story.
- What are your goals/objectives? Personal and for the business.
- Why would someone choose you over someone else doing the same?
- How do you change your customer's lives?
- Who's your competition? What do they do better/less well?
- What are your values?
- What do you think your brand persona is?
- Who's your idol in this field?
- What would you like more of?
- What would you like less of?
- What does success look like?
- Money or time are no object - what does the business look like?
- What words do you use to describe your product / service?
- What's the biggest benefit your product/service provides?
- What pain/challenge does it alleviate?
- Who's your favourite client? Why's that?
- Try boiling down your business into single words, or short phrases. Can be anything (love, intelligent, frank, push yourself). For inspiration, look all around your workplace - other colleagues, emails, posters etc.
- If you could have **any celebrity as a spokesperson** for your company, who would it be?