



Client Questionnaire

Use these questions as a way to get to know your potential client and see where they are and where they really need your help. You can use as many of these questions as you want, and add to them if needed.

The more you have a dialogue with your potential client and engage them with questions, the more they feel they are part of the process and the easier it is to close the deal.

Pick and choose from these and use them to gather as much info as possible and lead them by the hand into various services you would like to offer.

You can also take these questions and create your own questionnaire for them to fill out if that works best for you.

Find Out About The Business

How many locations do you have?

What local areas do you cover/service?

What geographic areas do you want to target?

What are the main products and services that you sell?

Which ones would you like to sell more of?

What's your most profitable line of business?

What's the average ticket price? How much of that is profit?

(What's a client worth to you?)

Who do you think your biggest competitor is?

What are their strong points?

What are their weak points?

What keywords do they rank for on the web?

Find Out About Their Clients (and Ideal Clients)

What Does Your Ideal Customer Look Like?

Are they individuals or businesses?

Who is your ideal customer?

(first-time home buyers, baby-boomers, single Moms, down-shifters, affluent professionals, male, female)

What type of data or consumer research have you done to find out more about your ideal customer?

What are the demographics of your typical customer (gender, age group, income, couples)?

Where is your ideal customer located?

Who do you think your best customers will be?

What are their needs and problems?

What is the biggest problem that you solve for your customers (what pain is it that you are relieving)?

How will those needs and problems be best addressed by your product?

What's most important to your best customers?

What's least important to them?

Find Out How They Get Their Clients

How are you getting the majority of your business now? How do most people hear about your business?

What is the #1 reason customers come to you?

What types of advertising have you done in the past? What are you doing now? How much is your advertising budget (is that monthly, quarterly, or yearly)?

Find Out About Their Current Web Marketing

What kind of web advertising have you done/are you doing (PPC, SEO, buying ads on sites, yellowpages.com, etc.)?

Are you showing up on the local search maps (google local, yahoo local, bing)?

What kind of content do you have out there besides your main website (directory listings, articles, videos, press releases, blogs, facebook pages, twitter, etc.)?

What is working for your website and what is not?

What kind of response have you been getting?

What kind of tracking systems do you have in place to measure the effectiveness of your advertising?

What is the #1 action you would like your website visitors to take (call phone #, submit email, fill in form)?

What kind of content do you have right now that you could use to position yourself as an expert in your area of business (articles you've written, interviews you've done, radio or TV interviews, or commercials)?

What kind of pictures do you have of your business (personal branding items of owner, employees, company vehicles, buildings, signage, etc.)?

Find Out If They Have A System For Getting Regular Testimonials

How many customer reviews or testimonials do you have to work with right now?

What type of system do you have in place to collect them consistently?

If someone came across your website and liked what you had to offer, what's the next step you would want them to take (phone call, fill in form, email, etc.)?

Any other helpful information to understand your business?