

Who is Your Client?

01 WHAT DO THEY DRINK?

Coffee? What brand? _____

Wine? Red or white? _____

Beer? Craft or whatever's on sale?

02 WHERE DO THEY WORK?

03 WHERE DO THEY SHOP FOR GROCERIES?

04 WHAT'S THEIR FAMILY LIKE?

Are they single? Married? Divorced?

Young family or empty nesters?

05 WHAT'S THEIR FAVORITE...

TV show? _____

Movie? _____

Music? _____

06 WHAT DO THEY WORRY ABOUT?

07 WHAT MAKES THEM HAPPY?

