



| Exercise 1. „MY PERFECT CLIENT” | | |
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| 1. Description | | |
| 2. Age | 3. Marital status | 4. Location |
| 5. Appearance | 6. Occupation | 7. Income |
| 8. Interests / Hobby | | 9. Leisure |
| 10. How does he/she spend holidays? | | 11. Does he/she take a good care of his/hers health? What activities are undertaken? |
| 12. Does he/she prefer specific brands? What are they? | | 13. Where does he/she do the shopping, what shops places does he/she visit? |
| 14. What places does he/she visit? Where are they? | | 15. What events does he/she participate in? |



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| 16. Where does he/she spent most of the time? | 17. What are his/hers opinions, beliefs? |
| 18. Does he/she read? What does he/she read? | 19. What language does he/she speak? |
| 20. Is he/she familiar with new technologies? Does he/she need it? | 21. What websites does he/she visit? |
| 22. What social media does he/she use? Where does he/she have an active profile? | |
| 23. What does he/she want? What are his/hers desires, dreams? | 24. What are his/hers goals? What does he/she want to achieve? |
| 25. What bothers him/her at the moment? Is there something that makes him/hers stressed out or anxious? | 26. Does he/she have any problems? What are they? |



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| 27. Is he/she happy? What is the reason of his/hers happiness? Is he/she proud of sth? | 28. Does he/she have a lot of free time? Maybe he/she is overworked? |
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| PRODUCT |
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| 1. What is the main reason your client may be interested in your product/service ? |
| 2. What concerns about your product/service he/she may have? |
| 3. What are his/hers expectations related to your product/service? |
| 4. What does he/she know about your product? |
| 5. How does he/she benefit, thanks to your product/service? |





6. What else?