



TOBI FAIRLEY & ASSOCIATES
TOBIFAIRLEY.COM
INFO@TOBIFAIRLEY.COM

MODULE 9 WORKSHEET

IDEAL CLIENT

Ideal Client Questionnaire

What is their core issue/problem on this project?

What solutions do they want from you?

Where do they currently allocate time and money? What activities are important to them?

What relationships matter to them? Spouse's opinion? Friends?

What media/magazines do they read/view most often?

Where do they shop, eat, hang out?

Do you have a sliding-scale price option to help gauge their price/value level?

