Probing Questions

1. What is this person’s age?
2. What is this person’s gender?
3. What is this person’s marital status?
4. What is this person’s level of education?
5. Does this person live in an urban, suburban, or rural community?
6. What religion or ethnicity is this person?
7. Does this person have children?
8. What is this person’s annual income?
9. What type of work does this person do?
10. Is this person self-employed or does he/she work for a company?
11. If this person works for a company, is it a corporation, a small business, etc.?
12. What are his/her passions and hobbies?
13. What type of neighborhood does this person live in?
14. What is this person’s shopping habits? (i.e., type of car or electronics they typically buy)
15. What brand or product has so changed this person’s life that he/she now could not live without it, and why?
16. Where does this person get information? Newspapers, blogs, books – online or print
17. Does this person watch television? What are his/her favorite shows?
18. Who does this person admire the most?
19. What would people be surprised to find out about this person?
20. What makes this person stay up at night worrying about that directly relates to what you have to offer?
21. What recently happened that made this person search for information as it relates directly to what you offer?
22. What did this person already try that didn’t work and is the reason he or she is coming to you; or are you introducing something never tried before?
23. What are the specific benefits your customer is seeking in buying your product?
24. What is the location of your exact customer?
25. When does your ideal customer buy your product or service?
26. What are your ideal customer’s goals and values?
27. What are his or her challenges and pain points?
28. What would be his or her objections to buying your product or service?