



TARGET CLIENT DECODER



NAME:

MARRIED/SINGLE

AGE RANGE:

INCOME LEVEL:

OCCUPATION:

COMPANY NAME:

THEIR BRAND IDENTITY:

**WHERE DO YOU HAVE
COMMON GROUND?**

WHAT DO THEY DO FOR FUN?

WHAT GROUPS OR ORGANIZATIONS DO THEY BELONG TO?

WHAT SOCIAL MEDIA DO THEY USE?

WHAT CHALLENGES DO THEY FACE?

WHAT ARE SOME OF THEIR PERSONAL INTERESTS OR PASSIONS?

HOW DO THEY PERCEIVE YOUR BUSINESS?

WHO ARE THEIR TARGET CLIENTS?

HOW CAN YOU HELP THEM SOLVE THEIR CHALLENGES?