

EMPOWERED *Weddings*

THE IDEAL CLIENT INTERVIEW

Instructions:

Take your past or current ideal client out to lunch or coffee (last resort, a Zoom Call)

Print off this worksheet and take notes as you talk.

If appropriate, bring a handwritten thank you card and small gift with you. If you are doing a video call, make sure to get their current address so you can mail them a gift.

Before beginning, ask if it's okay if you record the meeting.

As soon as you can after the meeting, take a moment to write down your thoughts and the patterns that your brain is recognizing.

Notes:

These questions are ordered to lead your conversation from surface-y to deep. It's important that you don't skip around.

Because you'll be asking some deeper questions, it's important that you confidently ask the questions and don't apologize (with your words or body language) for asking. Your client will begin to feel insecure if you come off as uncomfortable asking these questions.

Remember that the answers to these questions are worth thousands of dollars to your business, so GET EXCITED and SHOW GRATITUDE for the favor your client is doing for you.

EMPOWERED *Weddings*

NAME:

LOCATION:

AGE:

EDUCATION LEVEL:

GENDER:

COMBINED
YEARLY INCOME:

RELATIONSHIP STATUS:

OCCUPATION:

FIANCE/SPOUSE'S OCCUPATION:

WHAT DO YOU LIKE TO DO FOR FUN?

DESCRIBE YOUR LIFESTYLE TO ME:
(HIKING, DANCING, TRAVELING, ETC.)

EMPOWERED *Weddings*

WHAT FORM OF COMMUNICATION WORKS BEST FOR YOU, AND WHY?
(TEXT, EMAIL, PHONE, ZOOM, VIDEO CALL, ETC.)

DESCRIBE YOUR HOME DECOR STYLE:

DESCRIBE YOUR FASHION STYLE:

WHAT TYPES OF GIFTS LIGHT YOU UP THE MOST?

EMPOWERED *Weddings*

WHERE DO YOU LOVE TO SHOP?

WHAT ARE YOUR FAVORITE STORES FOR CLOTHES AND DECOR?

YOU HAVE A SHOPPING DAY, UNLIMITED BUDGET-WHERE ARE YOU SHOPPING?

HOW LONG DO YOU USUALLY TAKE TO MAKE A LARGE PURCHASE OR DECISION? HOW DO YOU USUALLY GO ABOUT DECIDING?

WHAT BRANDS ARE IN YOUR CLOSET AND HOME RIGHT NOW?

EMPOWERED *Weddings*

WHEN YOU HAVE EXTRA MONEY, HOW DO YOU LIKE TO TREAT YOURSELF?

DO YOU LIKE TO TRAVEL? WHERE?

ENVISION YOUR DREAM HOUSE. HOW WOULD YOU DECORATE IT?

IF YOU COULD HAVE ANY PRINTED PRODUCTS WHAT WOULD YOU WANT?

EMPOWERED *Weddings*

HOW DO YOU DETERMINE IF A PRODUCT OR SERVICE IS GOOD?

DO YOU LEAVE REVIEWS?
WHEN THE SERVICE IS GOOD, BAD, OR BOTH?

DO YOU SPEND TIME ON SOCIAL MEDIA?
IF YES, WHERE?

HOW OFTEN AND WHAT TIME OF DAY ARE YOU USUALLY ON SOCIAL MEDIA?

EMPOWERED *Weddings*

DO YOU HAVE A FAVORITE ONLINE PLACE, TRIBE, ORGANIZATION, OR GROUP?
DO YOU FOLLOW ANY CELEBRITIES, INFLUENCERS, OR CONTENT CREATORS?

ARE THERE ANY PHOTOGRAPHERS YOU FOLLOW ON SOCIAL MEDIA?
WHO DO YOU FOLLOW AND WHY DO YOU LIKE THEM?

ARE YOU A MEMBER OF ANY IN-PERSON CLUBS OR ORGANIZATIONS?

DO YOU CURRENTLY OR WANT TO IN THE FUTURE BE A PART OF
SOMETHING BIGGER?
(CHARITY WORK, VOLUNTEERING, ETC.)

EMPOWERED *Weddings*

HOW MANY GOOD FRIENDS DO YOU GENERALLY HAVE?

HOW OFTEN DO YOU HANG OUT WITH YOUR FRIENDS?

WHAT DO YOU AND YOUR FRIENDS USUALLY TALK ABOUT?

DO ANY OF YOUR FRIENDS INSPIRE YOU?

EMPOWERED *Weddings*

WHAT DO YOU AND YOUR FRIENDS WORRY ABOUT OFTEN?

WHAT HOPES AND DREAMS DO YOU HAVE FOR YOUR FRIENDS?

WHAT ARE YOUR SHORT TERM GOALS?

WHAT ARE YOUR LONG TERM GOALS?

EMPOWERED *Weddings*

WHAT HOPES AND DREAMS DO YOU HAVE FOR YOURSELF?

WHAT ARE SOME OF YOUR BIGGEST FEARS IN LIFE?

WHAT ARE YOU MOST PASSIONATE ABOUT?

IS THERE ANYTHING YOU WORRY ABOUT EVERY DAY?

EMPOWERED *Weddings*

WHAT MAKES YOU FEEL LIKE YOUR TIME IS BEING WASTED?

HOW DO YOU FEEL LIKE YOUR LIFE IS GOING?

WHAT DO YOU WANT MOST IN LIFE?

WHAT ARE SOME GREAT ACCOMPLISHMENTS YOU'VE HAD
IN THE LAST 2 YEARS?

EMPOWERED *Weddings*

WHAT THINGS DO YOU CRAVE FOR YOUR LIFE?
(FINANCIAL INDEPENDENCE, SECURITY, ETC.)

WHEN YOU THINK ABOUT LEAVING A LEGACY,
WHAT DOES THAT LOOK LIKE FOR YOU?

WHAT DOES YOUR DREAM LIFE LOOK LIKE?
(SKY'S THE LIMIT)

DO YOU KNOW WHAT YOUR LOVE LANGUAGES ARE?

EMPOWERED *Weddings*

WHEN IT COMES TO YOUR WEDDING, WHAT IS/WAS MOST IMPORTANT TO YOU?

WHAT WAS YOUR BIGGEST FRUSTRATION WHEN LOOKING FOR YOUR WEDDING VENDORS?

WHEN YOU WERE CHOOSING YOUR PHOTOGRAPHER, WHAT STRESSED YOU OUT THE MOST ABOUT THE PROCESS?

WHAT WERE YOUR BIGGEST CONCERNS ABOUT HIRING A PHOTOGRAPHER?

EMPOWERED *Weddings*

HOW DID I HELP EASE THOSE CONCERNS?

WHAT DO/DID YOU ASPIRE TO BE ON YOUR WEDDING DAY?

WHAT HOPES AND DREAMS DO/DID YOU HAVE FOR YOUR WEDDING DAY?

EMPOWERED *Weddings*

WHAT DID YOU ENJOY THE MOST ABOUT YOUR
WEDDING/ENGAGEMENT PHOTOGRAPHY EXPERIENCE?

HOW DID YOU FEEL AT THE END OF THE DAY?

HOW DID YOU FEEL WHEN YOU GOT YOUR SNEAK PEEK
+ FINAL GALLERY + PRINTS?

EMPOWERED *Weddings*

IF YOU COULD HAVE A DREAM CELEBRITY PHOTO EXPERIENCE, WHAT WOULD THAT LOOK LIKE?

ARE YOU HOPING TO HAVE ONGOING PHOTOGRAPHED MOMENTS IN YOUR LIFE? IF SO, WHAT AND HOW OFTEN?

WHAT OTHER PHOTOGRAPHERS DID YOU LOOK AT BESIDES ME?

EMPOWERED *Weddings*

WHY DID YOU CHOOSE ME VS. OTHERS YOU LOOKED AT?

WHY IS THAT IMPORTANT TO YOU?

IF SOMEONE ASKED YOU ABOUT YOUR EXPERIENCE WORKING WITH ME,
WHAT WOULD BE THE KEY THINGS YOU'D TELL THEM?

WOULD YOU BE WILLING TO WRITE THAT IN A REVIEW FOR ME?
(IF APPROPRIATE)

EMPOWERED *Weddings*

OPTIONAL QUESTION:

SEEING THE FINAL PRODUCT FROM YOUR WEDDING, WHAT \$ VALUE WOULD YOU PUT ON YOUR EXPERIENCE?

OR

WOULD YOU SAY THAT WE UNDERCHARGED, CHARGED JUST RIGHT, OR OVERCHARGED?

THANK YOU SO MUCH FOR MEETING WITH ME TODAY. I TRULY APPRECIATE YOUR FEEDBACK. IS THERE ANYTHING ELSE THAT YOU'D LIKE TO SHARE WITH ME ABOUT YOUR EXPERIENCE WITH MY BUSINESS? IS THERE ANYTHING THAT YOU CAN SHARE THAT I COULD DO TO SERVE MY CLIENTS BETTER?

EMPOWERED *Weddings*

(FILL THIS OUT YOURSELF AFTER THE INTERVIEW IS OVER, WHEN YOUR THOUGHTS ARE FRESH)

WHAT NEW THOUGHTS OR REALIZATIONS STOOD OUT TO YOU?

WHAT WORDS/PHRASES DID YOU NOTICE POPPING UP AGAIN AND AGAIN?