



BEHAVIORAL DATA

Customer Intelligence Persona Research



**Questions from Valeh Nazemoff's best-selling book,
*The Four Intelligences of the Business Mind:
How to Rewire Your Brain and Your Business for Success***

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How often do they purchase within the category of your offering?	
How often do they [use/require] [product/service] in their daily life?	
Where do they usually buy similar offerings?	
What factors influence their purchasing decisions?	
What factors influence their decision to explore new [products/services]?	
How do they research before buying?	
When was the last time they researched [product/service] options?	
How likely are they to try a new [product/service] in the near future?	
Do they typically seek recommendations from friends or family before trying new [products/services]?	
How often do they engage with online reviews or ratings when considering a [product/service]?	
How important is it for them to have [specific feature/benefit] in a [product/service]?	
Would they be interested in a free trial or sample of our [product/service]?	
Have they previously tried [alternative solution similar to offering] to address [specific challenge]? If so, how satisfied were they with the results?	

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Would they be interested in a personalized demo to experience the benefits of [product/service] firsthand?	
How often do they seek to learn about the background and values of a brand before considering their products or services?	
When discovering a new brand, do they prefer to explore their website or social media first?	
How do they usually find out about new [products/services]?	
What platforms do they frequently use for researching new [products/services]?	
Would they be open to attending a webinar or workshop to learn more about [product/service] benefits?	
Are they more inclined to make online purchases or prefer in-person experiences?	
What types of promotions or discounts catch their attention when considering new [products/services]?	
How often do they sign up for newsletters or follow brands for updates on new [products/services]?	
What challenges are they hoping [product/service] could help them overcome?	
When facing a challenge in [specific area related to offering], how likely are they to actively seek solutions or assistance?	
Do they compare prices and features across multiple [product/service] providers before making a decision?	