



Who Is Your Ideal Fan?

A Checklist Questionnaire

1. Who do you dream of hanging out with?

2. What sort of people do you aspire to be friends with?

3. Who would you like to hang out with on a daily basis?

4. Would you want these ideal friends to become ideal fans?

5. How old are they?

6. Are they men, women, or children?

7. What country do they come from?

8. What city do they live in?

9. How much money do they make?

10. What is their socioeconomic background?

11. What movies do they like? How do they like to watch movies?

12. What music do they like? How do they like to listen to music?

13. What do they read? Books? Magazines? Blogs? How do they like to read?

14. Who are their friends?

15. What are their values?

16. What do they like to spend their money on?

17. What does their daily routine look like?

18. What do they never leave the house without bringing with them?

19. What are their fears?

20. What are their desires?

21. What keeps them awake at night? What are they worried about?

22. What do they dream about?

23. What do they aspire to become?

24. How can your film product fulfill these dreams?
