



THE CLIENT CONNECTION LIST

Connecting with your clients on a personal level is key. But don't leave it to chance—here is a list of information you can begin to collect over time.

1	Favorite hobbies	INDIVIDUAL
2	Favorite magazine/periodical	
3	Favorite movie	
4	Leisure activities	
5	Favorite sports team	
6	Favorite participant sport	
7	Type of car owned and/or most liked	
8	Pet owner?	
9	Most recent book read	
10	Favorite place to eat	
11	Favorite food	
12	Status symbols in office – take note of and talk about awards, trophies, etc.	
13	Most recent seminar attended	
14	Most recent vacation – where? Where will the next vacation be?	
15	Taking classes – personal development, etc.	
16	Hometown	PERSONAL
17	Birthday	
18	Current residence	
19	Marital status and name of partner	
20	Personal goals	
21	Awards won	
22	Dislikes	
23	Views on topical matters	
24	How did they get started in business?	
25	How did they get started in their career?	
26	College/university/other school(s) attended	
27	Member of a country club?	
28	Previous places lived in	
29	Previous places worked in	
30	Belief or faith	
31	How many children? Who is in school? Studying what?	FAMILY
32	Their activities/sports	
33	Their achievements	
34	Most significant challenges	BUSINESS
35	Largest competitor	
36	Involved in which trade associations	
37	Subscribe to/read what trade publications	
38	Involved in what civic/community organizations	
39	Past experiences they've had dealing with your type of service	