Personal Image Coaching Client Questionnaire

Personal Information:

Full Name:

Age:

Occupation:

Phone Number:

Email:

Current Style and Wardrobe

How would you describe your current style?

(e.g., casual, professional, eclectic, classic, trendy)

What are your favorite go-to outfits or styles for everyday wear?

What clothing brands or stores do you currently shop at?

How satisfied are you with your current wardrobe?

(1 = Not satisfied, 5 = Very satisfied)

What are your least favorite pieces in your wardrobe, and why?

What items do you feel are missing from your wardrobe?

Body Type and Fit

How would you describe your body type?

(e.g., athletic, curvy, petite, tall, pear-shaped, etc.)

Do you have any fit challenges or areas you find difficult to dress?

(e.g., short torso, broad shoulders, weight fluctuations, etc.)

Are there any specific areas of your body you'd like to highlight or downplay in your style?

What type of clothing do you feel most confident in?

Lifestyle and Image Goals

What is your day-to-day lifestyle like?

(e.g., office setting, working from home, travel, social engagements, etc.)

Do you have any specific image goals you'd like to achieve through this coaching?

(e.g., elevate your professional image, develop a signature look, feel more confident, etc.)

Are there any upcoming events, promotions, or milestones you're preparing for?

(e.g., job interview, speaking engagement, wedding, etc.)

How do you want people to perceive you based on your appearance?

(e.g., professional, approachable, authoritative, creative, etc.)

Colors and Preferences

Do you have any colors you love to wear?

Are there any colors or patterns you avoid? Why?

Do you have a signature color or style element (e.g., scarves, glasses, etc.) that you like to incorporate into your outfits?

Shopping Habits

How often do you shop for clothing or accessories?

(e.g., weekly, monthly, seasonally)

Do you prefer in-person or online shopping?

What is your typical clothing budget?

(e.g., per month, per season)

Do you have any favorite brands or stores? If yes, which ones?

Do you feel overwhelmed by shopping, or do you enjoy the process?

Style Icons and Inspirations

Do you have any style icons or people whose look you admire?

(e.g., celebrities, influencers, public figures)

Is there a particular fashion era or trend that resonates with you?

(e.g., '70s boho, '50s classic, minimalist, etc.)

How would you describe your ideal personal style?

Challenges and Areas of Focus

What specific challenges or frustrations do you face when it comes to your personal style?

Are there any particular areas you'd like to focus on improving through this coaching?

(e.g., professional attire, casual wear, special events, accessorizing, color coordination)

How open are you to trying new styles, colors, or trends?

(1 = Not open at all, 5 = Very open)

Additional Information

Is there anything else you'd like me to know about your style, wardrobe, or image goals?

What are your expectations for our coaching sessions?