


The **CREATIVE JUICE** Club

50 AUDIENCE QUESTIONS & POLL IDEAS FOR YOUR CREATIVE BUSINESS

Discover if you're talking to the right people
(and what they really want)



POLL

Yes

No

Other



Ask me a question

Type something...

HOW TO USE THIS WORKSHEET

This resource is designed to help you actually understand your audience, not just guess what they want. When you know who you're talking to (and what's on their mind right now), your content, products, and launches start landing with the right people...which means that selling becomes so much easier.

STEP 1: CHOOSE YOUR QUESTIONS

Skim through the list and pick 5-10 that feel most relevant to your business right now.

(Tip: Mix in a few “fun” ones with the deeper insight questions to keep engagement high.)

STEP 2: DECIDE WHERE TO ASK THEM

Instagram Stories polls or question stickers

Email surveys

YouTube Community polls

In-person at markets or workshops

STEP 3: TRACK YOUR ANSWERS

In a google docs or your notes app, jot down any trends, repeated phrases, or surprising responses. These insights will help you write captions, plan launches, and even tweak your product range.

STEP 4: REVISIT REGULARLY

Your audience evolves just like you do. Repeat this exercise every 6-12 months (or after a major pivot) to stay aligned!

SECTION I: PREFERENCE CHECK (OLD VS NEW DIRECTION)

POLLS

1. Which would you rather see more of from me?

[Old style] or [New style]

2. If you could choose just one, would you rather I create...

[Product Type A] or [Product Type B]?

3. Which best describes your style preference right now?

Bold & colourful Neutral & minimal Playful & cute Elegant & classic

4. How did you first discover my work?

Etsy Instagram YouTube Word of mouth Other

5. Have your reasons for following me changed since you first found me?

Yes No (Optional: ask why)

OPEN ENDED QUESTIONS

6. Which of my past products or collections did you love the most?

7. Which of these past products would you love to see return?

SECTION 2: PAIN POINT DISCOVERY

POLLS

8. Which of these do you struggle with most right now?

- Finding time to create Staying consistent Knowing what to make next Marketing your work Pricing your products

9. When you buy [product type], what's the hardest part of deciding which one to choose?

- Price Quality Style/fit Trusting the seller Other

10. Have you bought something similar to my products before?

- Yes No (Optional: If yes, what made you choose it?)

11. Which of these would help you most right now?

- New ideas Practical tools Encouragement Tutorials

OPEN ENDED QUESTIONS

12. What's your biggest frustration when it comes to [topic you help with]?

13. If I could wave a magic wand and solve one problem for you, what would it be?

14. What's stopping you from [goal your business helps them with]?

15. What's your least favourite part of shopping for [product type]?

SECTION 3: DESIRE & MOTIVATION

POLLS

16. If you could have more of one thing in your life right now, what would it be?

Time Confidence Creativity Money Connection

17. Which best describes your dream creative space?

Minimal & calming Filled with colour & inspiration Cosy & personal Practical & organised

18. When you invest in [product type], what's your main reason for buying? Solves a problem Sparks inspiration Supports my values Treat for myself

19. What feeling do you most want my products to give you?

Joy Calm Confidence Inspiration

20. Which of these statements feels most true?

I shop for products that tell my story I shop for products that make life easier

OPEN ENDED QUESTIONS

21. If you could have me create anything for you, what would it be?

22. What's one creative skill you wish you could improve this year?

23. If money wasn't a factor, what would you treat yourself to right now?

SECTION 4: CONTENT & PRODUCT FIT

POLLS

24. Which of these content types would you love more of from me?

- Behind the scenes Tutorials/how-to Personal stories
Product launches Inspiration boards

25. Do you prefer...

- Digital downloads Physical products

26. How often do you like to see new products released?

- Monthly Every 2-3 months Seasonally A few big launches a
year

27. Which product category excites you most right now?

- Prints & wall art Stationery Apparel Digital resources

28. Do you follow me more for my products or my content?

- Products Content Both equally

OPEN ENDED QUESTIONS

29. What's something you've been looking for but can't find
anywhere?

30. If you could choose my next product launch theme, what
would it be?

31. Which of my past product launches have you enjoyed most,
and why?

SECTION 5: BUYING BEHAVIOUR & HESITATIONS

POLLS

32. When you don't purchase something you love, what's usually the reason?

- Price Timing Shipping cost Style not right Other

33. Which would make you more likely to buy from a small business?

- Limited editions Custom options Free/reduced shipping Bundle offers

34. Do you usually...

- Buy right away Save and think Wait for a sale

35. Would you rather pay slightly more for a unique, handmade product or less for a mass-produced one?

- Handmade Mass-produced

36. Do you prefer browsing...

- My website Etsy Instagram shop

OPEN ENDED QUESTIONS

37. What's your "yes" moment when buying from a creative business?

38. If you're hesitating to buy something from me, what would help you decide?

SECTION 6: OPEN-ENDED CONVERSATION STARTERS

39. What's one thing you wish more creatives understood about you as a customer?

40. If you could design your perfect product from me, what would it look like?

41. What's something you've been searching for that you can't seem to find?

42. What made you follow me in the first place? Has that changed?

43. What's the best purchase you've made from a small business, and why did you love it?

44. What's one thing you'd love to see me share more about?

SECTION 7: QUICK "THIS OR THAT" FIRE ROUND

- 45. Bold colours or muted tones?
- 46. Digital download or physical product?
- 47. Statement pieces or everyday basics?
- 48. Practical or purely for joy?
- 49. Big one-time investment or smaller purchases over time?
- 50. Seasonal themes or evergreen designs?

LET'S KEEP THE CONVERSATION GOING

I hope these questions help you get clearer on who you're speaking to! Remember, your audience will grow and change as your business does, so come back to this worksheet any time you feel a little out of sync.

If you loved this resource, I think you'll love my podcast, all about growing your creative business without the burnout!

