

Questionnaire

Section 1: Industry & Service Focus

1. What is your primary industry focus?

- ☐ Audit
- ☐ Taxation
- ☐ CFO Advisory
- ☐ GST/Regulatory
- ☐ Startup Consulting
- ☐ Manufacturing
- ☐ Pharma
- ☐ EdTech
- ☐ Other: _____

2. What core services do you offer?

- ☐ Compliance/Filings
- ☐ Internal Audit
- ☐ Advisory
- ☐ Fundraising/IPO
- ☐ M&A/Corporate Strategy
- ☐ Payroll/HR Solutions
- ☐ Statutory Audit
- ☐ Training/Education
- ☐ Other: _____

Section 2: Voice Archetype Classifier (This will determine how your posts will be written)

3. When explaining a solution to your client, you prefer to:

- [A] Share a story or real-life example (**Storyteller**)
- [B] Assert a strong opinion (**Opinionator**)
- [C] Reference a statistic or study (**Fact Presenter**)
- [D] Give a step-by-step process or framework (**Frameworker**)
- [E] Use bold/friendly language (**F-Bomber**)

4. Your writing (thinking) style is typically:

- [A] Narrative, personal, and vivid (**Storyteller**)
- [B] Persuasive and conviction-driven (**Opinionator**)
- [C] Precise and backed by data (**Fact Presenter**)
- [D] Organized and actionable (**Frameworker**)
- [E] Irreverent and boundary-pushing (**F-Bomber**)

5. Which type of content do you prefer for LinkedIn?

- [A] Stories from client work or personal experience (**Storyteller**)
- [B] Opinions about industry trends (**Opinionator**)
- [C] Deep-dives into recent studies/laws/updates (**Fact Presenter**)
- [D] Practical guides or frameworks for others (**Frameworker**)
- [E] Edgy takes or rants on popular topics (**F-Bomber**)

6. What feedback do you value most on your posts?

- [A] "I could relate to your story!"
- [B] "Loved your strong viewpoint!"
- [C] "Great supporting data/research."
- [D] "Very actionable and practical."
- [E] "Entertaining and bold!"

7. Your typical post structure is: (This will be in backend; This won't be a question)

- [A] Hook → Story → Lesson (**Storyteller**)
- [B] Hook → Opinion → Reasoning (**Opinionator**)
- [C] Hook → Fact/Stat → Insight (**Fact Presenter**)
- [D] Hook → Framework/Steps → Takeaway (**Frameworker**)
- [E] Hook → Punchline/Rant → Reaction (**F-Bomber**)

8. When creating content, you want your readers to:

- [A] Feel immersed in a story
 - [B] Rethink common assumptions
 - [C] Learn something new and factual
 - [D] Be able to act on practical steps
 - [E] Be surprised or entertained
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Section 3: Audience & Goals

9. Who do you MOST want to engage with your posts?

- ☐ CFOs
- ☐ Founders
- ☐ Finance peers
- ☐ SME owners
- ☐ Other: _____

10. What do you want your audience to gain from your posts?

- ☐ Inspiration
 - ☐ Insights
 - ☐ Practical advice
 - ☐ Compliance tips
 - ☐ Entertainment
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Section 4: Customization & Examples

11. Upload or paste a post that feels “most like you.” (Optional)

12. Any words/phrases you want the assistant to avoid for compliance? (Short text field)

Each answer maps to an archetype tally the scores!

If Storyteller = 5, Frameworker = 3, you’re “Storyteller + Frameworker.”

Industry and services info helps personalize hooks and references.