



PFI Aspirational Questionnaire

This **PFI Aspirational Questionnaire** has two kinds of questions. One kind is designed to help the PFI get to know someone better. The other investigates the types of media and people someone would like to engage with as part of their **PFI Aspirational Profile**.

Interests and passions

What do you like to do outside of sports?

Do you consider yourself an artist or musician? If yes, what types of art and music do you like to create? Do you show/perform your art/music for other people?

What three activities in a typical day give you the most positive feelings?

What three activities in a typical day give you the most negative feelings?

What things would you stop doing if you didn't "have to" do them?

What things do you "have to" do that you would do even if you could stop?

What people in your life give you the most positive feelings (Who do you look up to?)?

What people in your life give you the most negative feelings (Who gives you a negative vibe)?

Self-knowledge and self-image

What do you makes you feel anxious or concerned?

Do you feel like you are smart? Why? Why not?

What is your favorite thing about your physical self?

What is your favorite thing about your personality?

What is your favorite thing about your character?

What do you aspire to become in your career?

What kind of person do you aspire to become?

What is the biggest obstacle to achieving those aspirations?

What positive difference can you make in your world today?

What negative difference can you make in your world today?

Do other people see you clearly for who you are? Who do you feel sees you clearly?

What about yourself do you hide from other people? What would happen if they knew that about you?

Do some emotions make you uncomfortable?

If you feel like you need to get away from everything, where do you go? Who do you hang with and why when you get away?

What do you want people to say when they see your personal branding video for the first time?

People of Interest

If you could sit down with ANY three people and interview them, who would they be?

Local: People you see everyday

Regional: Someone within Houston and Galveston County

National: Figure you see on TV, TikTok or any other Social Media

Global: Anyone from the world

Topics of interest

What do you like to talk about with your friends?

What do you like to talk about with your family?

What do you like to talk about with your teachers and coaches?

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Which of your conversations do you think would be the most fun for an eavesdropper to listen in on? Why?

Point of View

What do you think you know more about than most other people?

Who do you think would benefit from your experience?

Whose experience would you like to learn more about?

Music

If your life had a soundtrack, what kind of music would it include?

Preferred Media

What's your favorite way to learn new information you need to know?

What's the way most of your friends learn new information?

Do you watch or listen to podcasts? Youtu.be videos? TikTok videos? Instagram videos? Facebook videos? Which ones do you most enjoy? Why?

What's your favorite way to relax using technology?

Who is your favorite actor (M or F)? How long have they been your favorite? What do you like most about them?

What kind of movie do you watch most often?

What TV shows do you watch?

Do you watch sports on TV? If yes, who is your favorite broadcaster? Why do you like them?

Is there a sports broadcaster or network you dislike? Why?

Do you like live shows? Which ones? Why?

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Preferred social activities

What do you like to do with your friends?

Where do you like to go?

What businesses do you like to visit?

Do you like to shop with your friends? Is there a store you always stop into when you go shopping?

What's your favorite thing to shop for?

What items do you have the most of in your closet (Brand or Style)?

What items do you have the most of in your room?

Do you collect anything?

Do you go to entertainment venues? (movies, arcades, golf courses, go-carts, Top Golf, bowling alleys, skating rinks, etc.) If yes, what is your favorite?

What is the most enjoyable activity you do regularly? What is the most fun you've ever had?

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