

# Bonus Resource

## Prospective Customer Interviews

### Ideal Prospective customers

Your mission is to have discussions with people who could fit your ideal client to learn more about what they think, how they feel, and where their pain points and gaps are.

Stay as curious and open as possible. While you might have some theories about what your market wants, go into it without expectations or without trying to prove your theory. By staying open to the learning process, you might learn some very surprising things that will inform your messaging and how you choose to sell your offer!

Just because you're good at something or want to sell it in a certain way doesn't mean people are going to pay for it. Therefore, it's critical to maintain a curious mindset and be open to learning from your customers and prospective. It's imperative to be learning from them to ensure that your offer in the market is something that they actually need, want, and are willing to pay for.

### 1: Create an interview script

You don't have to stick to the script 100%, but outlining the essential things you want to learn about your ideal customer will guide the interview through the important topics.

Here is sample wording you can use when seeking out people to interview:

*"I'm looking for five people to have a quick 15 minute chat with me who are (insert demographics, such as), " Busy working moms between the ages of 30 and 40 who desire to make a career switch, feel exhausted, and aren't sure how to even navigate the change. This is not a sales pitch, I am simply looking to do market research and will offer them a small gift as a thank you for their time."*

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## Prospective Customer Interviews

Adjust language to fit your demographic, and word it in a way that feels authentic to you. You don't need to offer a small gift, however, if they seem like a good fit to be a client you could offer a special opportunity to work with you as a part of a beta program.

### *2. Set the expectation of the interview*

When you start the interview, begin by explaining exactly what you want. They need to know that it's a safe space to provide honest feedback, otherwise they may hold back out of fear of not wanting to hurt your feelings. Help the person bring down their walls by letting them know how valuable their honest feedback is.

### *Questions to ask:*

The questions you ask are going to depend on your specific niche and the work that you do. Ask open ended questions such as:

- Tell me about yourself; tell me about your career path...
- What are the top three pain points in your life/work...
- If you could go back five years what would you tell yourself?
- If you could go back in time and change one thing about your career trajectory, what would it be?
- Is there one thing you wish you learned sooner as it applies to your life/career path?
- If you remove any of the "what ifs," or reasons why it's not possible, what's your dream vision of what your life would look like one year from now?
- What do you see as the biggest problem in your industry?
- What is the biggest problem that you're facing in your career?
- What steps have you taken in the past to solve this problem?
- If you worked with someone to help you solve that problem, what was beneficial about that?
- How would you feel about working on this problem in a small intimate group with peers? (ask questions about how they learn best: 1-1, group, etc?)

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## Gathering Feedback from Current Customers

### Interviewing Current Customers

While prospective clients have valuable insights, your current client base will better tell you why people choose you NOW, and what you can do to improve your messaging towards a better quality of customer.

When you start the interview, set the stage about what you are aiming for -- that you are looking for their open and honest answers as it will help you grow and shape your offer. Do not get defensive in the interview, provide a safe space to hear feedback and re-state that feedback back to ensure that you are receiving it, and hearing it correctly.

By restating back, "I heard you say xyz, and that makes you feel abc, is that correct?" This builds trust and shows that you are listening. The key is being vulnerable so that your clients are comfortable giving you honest feedback to help you grow. People do not want to hurt other people's feelings, they want to help. Unknowingly, sometimes they will only stick to the positive info. However, we cannot grow and improve if we don't have all the information. I recommend conducting interviews over the phone so that you open up a conversation. And preface it by letting them know how much you value their honest feedback and how it helps you.

**Brainstorm:** What are things you're committing to doing to help your clients feel comfortable opening up to you?



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## Gathering Feedback from Current Customers

### Past/Current Customer interview questions

- What did you find most valuable about working with me?
- Can you describe what I do? (Listen to what your customers say and integrate this language into your marketing. If you don't like/agree with what you are learning it could mean you need to pivot/change what you are doing to bring it into alignment with what you wish to be doing).
- Is there anything that could be improved, and if so, what?
- Are there services you weren't offered that you would like?
- By getting these services, what does that make available to you?
- What is the monetary range you would invest for those services?

### Brainstorm some other questions you'd like to explore with customers:

12 horizontal lines for brainstorming, each preceded by a pink lightning bolt icon.

