MODULE 2: CUSTOMERS, COMPETITORS AND THE MARKET

My first round of customer interviews

Lesson: Customer interviews that tell you the truth · about 15 minutes

Plan, run and analyze five to ten interviews with clients, lost leads and partners.

Your business (name, service, main city):

1. List the names (initials are fine) of the people you will invite, sorted into recent clients, lost leads, repeat clients and partners.

2. Write your recruiting email, including the time you are asking for and the thank-you you will offer. Remove any sales offer from it.

3. Write your eight interview questions, adapted to your service. Mark the two you will swap in for lost leads.

4. **Write the consent script you will read before each interview: what you record, why, who hears it and when you delete it.**

5. **After the interviews, list each theme, how many interviews mentioned it, and one exact phrase from a client for each.**

6. **Name one change you will test because of what you heard, and the number that will tell you if it worked.**

Check: can you now

- Recruit a balanced group of recent clients, lost leads and partners for five to ten interviews
- Run a 30-minute interview using questions about past behaviour rather than opinions or predictions
- Code interview notes into repeated themes and use the clients' own words in your marketing

One change you will make this week