

## Situation

1. How did you get started with <insert company>?
2. What are you doing now for marketing?
3. How many current customers do you have? and email list contacts?
4. How much do you want to have?
  - a.
5. About your top clients, how did you find them?
6. How do they go about finding the solutions for their needs and problems?
7. What are they currently doing to solve their problem?
8. About your <insert specific> goal, do you want to achieve it organic or with ads?  
Budget?
9. What would your business look like if it was perfect?
  - a. Clients?
  - b. Income?

## Problem

1. Why aren't you there yet?
2. Did you try anything in the past that has failed?

## III-

1. What do you think will happen if you never fix this problem?
2. What do you think will happen if you fix this problem?
3. How much money will you make after solving this problem?