

Target niche: Plumbers in my local area.

Rapport-building Questions:

"How's your day going so far?" or "Did you have a good weekend?"

"What do you like most about being a plumber?"

Situation Questions:

"What made you decide to start your own company?"

"What were some of your dreams, or goals when you started out?"

"What are you doing that's working well, getting you closer to those goals, or realizing those dreams?"

Problem Questions:

"Is there anything you've done that hasn't been helpful in reaching your goals?"

"What do you think would help your company but you're not sure how to do it?"

"Is there anything you've tried doing on your own that you could use help with?"

Implication Questions:

"Is this issue affecting your life outside of your business?"

"If you don't fix it, how do you think it'll affect your business over the next year or so?"

"If you do fix it, how do you think it'll affect your business for the next few years?"

Needs/Payoff Questions:

"How much more revenue do you think you could bring in if you could get more customers and solve this problem?"