

4 Magic Questions

Email

Subject : Can I ask for your insight on something?

Body :

Hi [Name]

[Reference your past interaction]

I hope [relevant factor] is going well. Shout if I can help further.

I am hoping I can get a few minutes of your time?

I am doing some market research for a [my / a] new business and your feed back would really help guide my thinking in these early stages.

Would you mind answering 4 questions?

1. What is your biggest problem with X?
2. What would happen if you could not find a solution?
3. What would a solution look like?
4. How would things be better if you had a solution.

I appreciate you taking the time to help me out.

Regards

Social Media DM and Text Messaging.

This is more conversational

Hi [name], can I ask a favour? I am doing some market research for a [my / a] new business and I would really value your particular view on my idea. Can get a few minutes of your time?

Wait for response

Great, thanks. Would you mind answering 4 questions?

1. What is your biggest problem with X?

2. What would happen if you could not find a solution?
3. What would a solution look like?
4. How would things be better if you had a solution.

I appreciate you taking the time to help me out.