

Episode 53 - Customer Interviews

>> Email template to use when contacting your loyal customers

Hello [name]! Thank you for buying [product or service]. Customers like you make owning [name of business] a wonderful thing! I appreciate you so much.

I'm currently conducting interviews with great customers. I want to serve you better and to attract more awesome ones like you.

Would you be willing to speak with me on the phone for about 15 minutes? If so, please use the scheduling link below to grab a time. If it's troublesome or the times don't work for you, reply back with some good options. We'll go from there.

[insert scheduling link if using one; if not, insert some good times for you to call him/her]

[As a little thank you for your time, use this {insert coupon code or gift}]

Have a wonderful afternoon! And thank you, again, for being a loyal customer!

Sincerely,

[your name]

>> Questions to ask your sweet clients (These are ones mentioned in the episode.)

1. How would you describe [business name/service/product] to a friend?
2. What's the strength of my business?
3. How can my business improve?
4. If you [owned this business/created this service or product] how would you improve it?
5. How did you first hear about [business/service/product]?
6. How long was it from the time you found [my business/service/product] until you purchased from me?
7. If you didn't find [my business/service/product], what would you be doing?
8. (fun question) What's your favorite movie? TV show?

9. (fun question) What's your favorite song? Music genre?
10. (fun question) What's a hobby of yours?