

CUSTOMER INTERVIEW SCRIPT

Start of Call:

Thank the person for agreeing to the interview. I usually say something like

“Just to give a bit of context, I’m working on new messaging and copywriting for my business. As part of the process, I’m talking to past clients and people who resemble my ideal clients to get a feel for your experience so we can use those insights as part of the new messaging. Thank you so much for taking a few minutes to chat with me as part of this process!”

I might pause to let them say something like “Of course!” or “No prob!” before I say, “I’d love to start with...” And then I go into asking them questions.

FOR EXISTING CLIENTS:

1. How did you find me? What was your search for a [WHAT YOU DO - wedding planner, photographer, designer, etc.] like?
2. If they didn’t say so already, did you consider other [WHAT YOU DO]?
3. What hesitations/concerns did you have with hiring someone for that, if any?
4. What was your first interaction with me like? What made it a ‘yes’ for you?
5. What were you hoping for in your [event/project/whatever it is]? Tell me more about your initial vision.
6. I’d love to also get some insight into the experience of working together. Walk me through what the process was like on your end.
7. Was there anything you particularly liked or found helpful to you as you went through this process?
8. Tell me about the final result/outcome. What successes/benefits did you experience from working together? Tell me what that experience was like? *(I find this is a great question to ask to distinguish between the process and the deliverables and get their thoughts on both. If they are a photographer or something where there is process, experience, and then deliverables following that, I may ask something like ‘what was it like to receive your wedding gallery? What response or feelings did you have?’ or if they are a designer it*

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might be like, ‘what did you feel when you received your final branding files?’ or something along those lines.)

9. You’ve answered all my questions, but I always like to ask this last one in case you haven’t answered it already: *What surprised you most or made you happiest about working with me?*

10. *After they ask this question, I wrap up by saying something like, “Thank you so much for taking the time to chat with me today! We appreciate it so much.” And then I will usually ask them if they have anything else they’d add before we wrap up– if not, that’s okay, but I always like to ask in case. Then, from here, you can wrap up the call!*