

Start by letting them know that this interview is likely going to be unlike any other interview they've done before because it won't be about your product, but instead about understanding their goals and their journey with the purpose of helping as many people similar to them as possible.

1. Start by asking about their business and personal goals:
 - a. **In the long term (3+ years)**
 - i. **Where do you hope to be professionally and personally?**
 - ii. What are you most scared of personally and professionally?
 - b. In the short term (weeks and months)
 - i. What are you most annoyed or frustrated about?
 - ii. What are your goals or what are you most excited about?
 - c. **How does (THE SERVICE YOU PROVIDE) relate to your goals?**
2. Take us back to the moment before you started working with us:
 - a. **How did you previously solve the problem and what was wrong with it?**
 - b. **When was the first time you started thinking about doing X differently?**
 - c. What did you want more of?
 - d. What did you want less of?
3. Now take us to the moment that you started actively thinking about buying?
 - a. What triggered you to make the effort?
 - b. **Where did you start looking for that information?**
 - c. Who do you trust to learn about this from?
 - d. Where else do you spend time online?
 - i. FB, YT, IG, Twitter, reddit, google?
4. When you were considering who to work with:
 - a. **What alternatives did you consider?**
 - b. Which competitors were compelling?
 - c. What turned you away from them?
5. In terms of OUR COMPANY:
 - a. **How did you hear about us?**
 - b. **What made us stand out?**
6. When you started working with us:
 - a. **What was the magic moment that you realized this was a winning relationship?**
 - b. Why haven't you considered moving away to other options?
 - c. At what price point do you think our product doesn't make sense?

- d. How does this link back to your original big vision/long term?
- e. Now that you work with us, what can you now do that you previously couldn't?

7. Closing:

- a. **Now that you have your XYZ problem solved, what's the biggest challenge you face now?**
- b. Is there anything you'd like to add?
- c. Would you be up for providing a testimonial for our company?

Once you've interviewed (and recorded) 5-10 of your best customers with this process, review the transcripts so you can copy and paste the best parts of the interviews into this document under the relevant section.

When you have completed this for all your customers, you'll start to see patterns of what your best customers are all saying, but more importantly, key phrases that can be used in marketing copy.

- *Deadline driven ads/blog page*
- *Filters for cases that don't always make sense (MCO non-recommended)*
- *Didn't do the math one - 50 pages is too much*
- *End of section checklists/quiz for bootcamp*
- *Facebook Group - do a bit more here*
- ***Failed first time and succeed the second time***
- *Status update in terms of number of calls left for planning*
- *recognition/growth matters*
- ***Have potential but just need to hone it?***