



## Module 3: Survey & Interview Workbook

**Watch the training video first!**

### Survey your ideal clients

1. Use SurveyMonkey.com (FREE if you use <10 questions)
2. Test your survey questions in the [Facebook](#) Group for feedback
3. Create your survey **this** week
4. Send your survey out **this** week to your target audience/ideal client. For example:
  - a. FaceBook groups that relate to your topic
  - b. Your FaceBook page
  - c. Your email list/personal contacts
  - d. LinkedIn page & groups
  - e. Twitter
  - f. Instagram
  - g. Give paper surveys if you are going to in-person networking groups
5. Offer a FREE gift for participating.
6. Be sure to thank your participants!

### Interview your ideal clients

1. Use Skype/[www.freeconferencing.com](http://www.freeconferencing.com)/in person
2. Record the calls if you can (so you can be present asking questions)
3. Offer a ½ & ½ call: the first half you ask your questions/test assumptions and the 2nd half, you can offer them a problem solving/coaching session.
4. Your psychology: stay open and inquisitive. This is **not** a sales conversation! Your only job is to ask questions and see if/how you can help them in the future.
5. Pay attention to “their language”. How do they describe their problem/issue? These words will be key in you market your new business going forward

## Question ideas/template for Survey & Interviews

Choose questions (or make up your own) that help you to understand your target client's issues)

1. What are your 3 biggest frustrations right now when it comes to \_\_\_\_\_?
2. What about \_\_\_\_\_ keeps you up at night?
3. What strategies/ideas have you tried that have/have not worked?
4. What have you always wished someone would come up with that you'd be thrilled
5. to buy?
6. Have you ever bought/hired \_\_\_\_\_?
7. How would it change your life to have resources on hand and feel fully supported as you manage \_\_\_\_\_?
8. On a scale of 1-10 (1 being least, 10 being most), what is your level of anxiety with regard to (offer 5-7 different scenarios as they pertain your ideal clients' problems - that you can solve.)
9. If you could solve \_\_\_\_\_ how would that change your life?
10. What else do you want me to know?
11. Name & email (on the survey) can be optional

## Subject line suggestions (for email or opening lines for social media):

- Will you do me a favor?
- Can I have 3 minutes of your time?
- Does \_\_\_\_\_ keep you up at night?
- I'm starting a new project. Will you help me?
- Are you tired of \_\_\_\_\_?
- Do you struggle with \_\_\_\_\_?

## Email/Social Media template/sample

(Keep this **simple** and be sure to make it as **relevant** to your ideal client as you can)

Hi!

I'm starting a project to help (list problem) to \_\_\_\_\_ (list solution). I have created a product/service that helps (list ideal clients) \_\_\_\_\_ so that \_\_\_\_\_ (list the desired outcome in the most ideal scenario possible).

You've talked to/tried \_\_\_\_\_ and you still \_\_\_\_\_. You are wondering if (describe your ideal client's concern) \_\_\_\_\_.

If this resonates, I'd love to interview you. In exchange for your time, I'd like to offer you \_\_\_\_\_ to help/support you (solving problem) \_\_\_\_\_.

Reply/PM me to set up our 30 minute call.

Thanks!  
(sign your name)

---

**Questions? Ask them in the [Facebook](#) group!**

**Have fun with this process.**

**XO,  
Flesché**