## 10 Tips to Remember

### DOs

1. **Go in prepared.** Know your goals and questions ahead of time.

2. **Be smart about who you target.** Work from your hypotheses on market and early adopters.

3. **Talk to one person at a time.** If you bring a note taker, they should remain quiet.

4. **Prepare yourself to hear things you don’t want to hear.**

5. **Get stories on past behavior.**

6. **Ask for advice.**

7. **Listen.** 95% of the conversation should be them talking.

8. **Follow your nose and drill down when something of interest comes up.**

9. **At the end of the interview, ask for introductions to more people to speak with.**

10. **Look for patterns and use judgement.**

### DON’Ts

1. **Don’t have an endless list of questions.**

2. **Don’t take a shotgun approach, talking to anyone with a pulse.**

3. **Don’t do focus groups.**

4. **Don’t let your excitement and optimism bias what you hear.**

5. **Don’t ask people to speculate (i.e. “would you pay for X?”).**

6. **Don’t pitch unless you actually try to close for real money.**

7. **Don’t talk so much, and don’t be afraid of silences. Let them think.**

8. **Don’t feel like you have to rigidly stick to a script.**

9. **Don’t leave empty handed if you can help it.**

10. **Don’t take any one conversation literally.**