

Perfect Rock Star Client Interview Template

Goal: Clarify who your perfect customer is (or is not) and what they want in their own words. Discover if your problem is urgent and expensive enough.

Big Money Payoff:

- Tons of juicy marketing nuggets to use in: blogs, books, videos, ebooks, interviews, create classes and course topics from the mouth of YOUR perfect customer.
- Reveals what is in the minds of YOUR perfect customer: no guess work!
- Enrolls raving fans who know you know them inside and out.

Your Rock Star Challenge: Interview at least 5 people who you think are your perfect customer.

Tips: take notes during the interview or record using a free conference line. Remember you are capturing juicy marketing nuggets in the words of your perfect customer.

Invite your perfect customer for an interview. Say: "Would you be willing to participate in a 20 min interview? I am looking to understand my perfect customer better to serve them in the best and highest way and I really value your opinion." (most people will be willing to help you)

Example: Some of my perfect customers struggle with transitioning from 1:1 client practice to reaching a wider audience and getting paid handsomely for it. How important is it for you to solve this on a scale of 1-10? Then continue with the list of questions...

All of the following questions are based on the problem you solve:

Interview questions:

Say: "Some of my perfect clients struggle with/ are challenged by/ (what is the problem you solve as you know it now...remember it only needs to be good enough)... Ask:

How important is this for you to solve on a scale of 1-10?

What are your biggest challenges?

What worries you? What keeps you up at night?

What frustrates you?

What are you most proud of?

What excites you?

What would you need to learn/know to get you there?

Anything else that you think may help you get there?

How motivated are you from 1-10 to do something about it?

How much are you willing to invest?

How much time would you be willing to put in to get there?

Who do you know like you?

Where do they meet/hang out?

Moment of Courage/Advanced move: After the interview, ask if they know other people with the problem you solve and would they do an introduction for an interview. This gets you introduced to new people who may be wanting your serviced PLUS you get more juicy words from a fresh perspective of someone you do not know.

You can also ask them if you could offer a free talk to them and their group (if they have one) that is packed with awesome content that they can use right away. Begin to get comfortable offering yourself as a resource.

Bonus: Finding your peeps

Where do your people hang out? Are you your perfect customer? If yes then where do you go? What groups do *you* belong to? Where do *you* shop? What events do you attend? Who do you already know that is part of a group that has your peeps in it? Who can you talk to?

Examples:

Whole Foods: natural and organic food markets

BNI (Business Network International): both Margaret and Bethaney attended these meetings

Other networking events

Groups/Linked In or other networks, meet up groups, yoga class, gym,

Local events/workshops

Organizations/associations/membership groups: Social/Corporate/Entrepreneurs

Book stores

Facebook groups