

Session 8: Coaching For Market Research

1. The secret to really understanding your customers is this: they will tell you all of this stuff (about their problems and needs) if you just ask them.
2. Ask them simple questions about the things that make them feel bad, and the things that make them feel good.
3. "Utility" is the amount of satisfaction we get from the use of something.
4. "Incentive" is how much value we expect to get. Humans need an incentive to buy your stuff. They need to believe they will get a result they consider highly valuable.
5. The incentive is the "Utility Value," or the avoidance of fear and pain, or expectation and desire for pleasure.
6. We are listening for the tangible things the customer mentions, i.e. "He doesn't look me in the eyes anymore when we fight." What is the thing on the outside they are looking for as a signal about their situation?
7. When someone is facing a challenge, and they are desperate and they are feeling passion and desire for a solution, you can ask them anything, and they'll tell you anything you want to know...as long as they can tell you are trying to help them get what they want.
8. Here are questions to ask for 20 minutes of a 30-minute free consultation with a prospect:
 - a. What's your biggest fear?
 - b. What do you worry about happening?
 - c. What's your biggest frustration?
 - d. What do you worry about coming about? What could happen?
 - e. What are you "secretly" worried about. What are you not telling anyone?
 - f. What's the biggest problem that you are facing?



- g. What is it that triggers the fear, the anxiety, the terror, and the worry?
 - h. What is it specifically that you want?
 - i. If you get that, what will it do for you?
 - j. Why do you want that?
 - k. What is the **tangible** thing “out here” that you are trying to get?
9. Here’s how to structure a longer Coaching session:
- a. 60 to 90 minutes long.
 - b. Drill deeper into the questions above.
 - c. After you ask all the questions say, “Ok, this is what I see you are saying are your issues. I can help you with that. Here’s how.” And the sell will come easily because it feels custom tailored to the individual.
 - d. Operate under this assumption: the client has all the resources they need; you’re just helping facilitating them using their own resources to get the outcome they want.
 - e. Doing free consultations and coaching is the best way to get paid to do your market research.
 - f. Talk to one or more prospects EVERY DAY. Everything you learn in those conversations can be used in your marketing.
 - g. The headline, content of the piece, and call-to-action all need to be aligned – they need to all say the same essential thing.

