

# PODCAST ACTION GUIDE



EPISODE 43:

Interviewing Your Customers to  
Pinpoint Your Value Proposition

PATTERN *of*  
PURPOSE

|  
STEP INTO WHO  
YOU ARE

# WHY INTERVIEW YOUR CUSTOMERS?

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Interviewing your customers is one of the best ways to solicit targeted feedback on your business, brand, service, or product.

Unlike a static survey, interviews provide the opportunity to follow up on information your audience provides you—in real time—giving you fresh perspective on your company and offers.

You'll gain an appreciation for the specific words and phrases your customer base uses to talk about their needs, behaviors, and motivations.

But don't let the word "interview" scare you—it's no more than a guided conversation.

The following pages will provide you an email script asking your target customer to participate, a bank of questions to get you started, and important considerations that will ease you into using this valuable market research tool.

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# EMAIL SCRIPT - PAST CUSTOMERS

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Dear [customer name],

[First sentence is something relevant about time of year or what you've noticed about their business/brand/life recently].

I want to reiterate how much I enjoyed working with you. [One specific thing you liked most or progress they've made that you're particularly proud of].

I'm currently taking some time to focus on updating my brand message and marketing to attract more clients that are a great fit, just as you were. I realize doing this requires me to step out of the CEO position and become more familiar with how others view my business.

To gain this perspective, I'm asking a select number of past clients to share 30 minutes to discuss what it was like working together. Your opinion is valuable to me, so if you have the time I'd love to set up a call with you.

I realize you're busy, so as a token of my appreciation for this conversation I'd be happy to offer [what you're offering as an incentive].

You can schedule a time here [insert scheduling link or list available days and times below].

Thanks in advance for your consideration and I look forward to connecting soon.

[your name]

# REQUEST SCRIPT - NEW AUDIENCE

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Hello!

I'm a [insert information about your position and purpose of business].

I'm conducting some market research for a new [product/service] that [what your product or service is intended to do]. I'm in the planning stages and plan to introduce it in [when you're introducing it].

I'm currently looking to speak with 5 [who your target market is: women, men, professionals, entrepreneurs, etc] who resonate with the statements below:

- [qualifier related to your target market's challenges, questions, or desires]
- [qualifier related to your target market's challenges, questions, or desires]
- [qualifier related to your target market's challenges, questions, or desires]
- [qualifier related to your target market's challenges, questions, or desires]

If this sounds like you, I'd like to set up a 20-minute call to learn more about your perspective and experience. In exchange for your time, I'm offering [incentive you're offering].

Please reach out to me directly at [email address] if you're available for a call during [exact time frame you're hosting calls].

Thanks in advance and I appreciate your willingness to share your opinion with me.

[your name]

# QUESTIONS TO ASK

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## WHEN YOU'RE SPEAKING TO PAST CUSTOMERS:

Tell me a little bit about what was going on in your life before we started working together.

What made you realize you wanted to hire someone rather than do it on your own.

Had you ever done similar work with someone before? If so, what was your experience?

What information was important to know before hiring me?

What was the most surprising part about working together?

When you think of me, what are the first three words that come to mind?

What stood out about me or my business before you got to know me?

How could I be more clear on my website about the specific value I provide to clients?

# QUESTIONS TO ASK

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## WHEN YOU'RE SPEAKING TO A NEW AUDIENCE:

After hearing what I do, what stood out to you the most?

What, if anything, was confusing?

What, if anything, was missing in the way I described it?

If you were to search for something like this service/product, what are some terms you'd use to look for it on Google?

Describe what your life would look like if you didn't have this problem anymore.

What's kept you from making progress in this area of your life or business?

# HOW TO BE A GOOD INTERVIEWER

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## SCRIPT IT

Explain why you're conducting interview and that there's no right or wrong answer. Asking the same questions of all of your interviewees means you'll be able to make more accurate assumptions about themes that span your target market as a whole.

## RECORD YOUR CONVERSATION

Use a service with recording capabilities like [Freeconferencecall.com](https://www.freeconferencecall.com) and make sure to let your interviewee know you are recording only for note taking purposes. Most people understand the desire to keep accurate notes, but you have to let them know up front if you'll be recording the conversation.

## WARM THEM UP BEFORE DIVING IN

Introduce yourself and your business. By opening up and sharing a bit about yourself first, you're creating trust and allowing the people on the other end of the line to feel more connected and willing to open up.

## ASK OPEN-ENDED QUESTIONS

Focus on lines of questioning that elicit a response other than yes/no, opening them up to expand upon their line of thought.

## AVOID GUIDING QUESTIONS

Rather than asking, "Do you think that your business made such progress because of that program?" ask: "Why do you think your business has made the progress that it has?"

# HOW TO BE A GOOD INTERVIEWER

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## SIDESTEP DOUBLE-BARRELED QUESTIONS

This looks like, “In what ways have your stress levels gone down and productivity done up?” Ask each line of inquiry one separately so both questions are answered fully and don’t confuse your interviewee.

## ARRANGE QUESTIONS BY SECTION

For a 30-minute call, stick to 5 main questions, with follow-up questions to dig deeper after each one.

## LISTEN MORE THAN WORRYING ABOUT GETTING THROUGH YOUR QUESTIONS

If you’re rushing through your script, your interviewee may well start to feel interrogated and begin to self-censor. Instead, be an active listener and allow them to guide the conversation. This is when the good stuff starts to come out.

## TRANSCRIBE WORD FOR WORD

Eventually you’ll become a fast enough note taker that you won’t need to rely on transcribing your call recordings, but for now I highly recommend you record them so you can refer to all of the golden nuggets shared with you.

## SEND A THANK YOU

It’s good practice to thank people for their time and it’s also an opportunity to share more about what you do. Whether you attach your freebie or a link to one of your best blog posts, make sure you’re offering something in gratitude for your interviewee’s time and perspective. You never know who might refer you to others or become a paying customer themselves.

# GET STARTED

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If you aren't interested in doing this yourself but you see the value in it, we should talk.

Hands down my clients say the insights gleaned from these interviews is the most beneficial part of working together.

Because as CEOs we have an idea of why our clients choose us. We think we know what they value. But it takes more than a hunch to really know. I can move you from guessing to knowing for sure.

And the confidence you'll gain from that will move you forward in ways that just aren't possible when there's a hint of doubt in your mind that your message might be off.

Reach out at [kim@patternofpurpose.com](mailto:kim@patternofpurpose.com) or join me over [@pattern\\_ofpurpose](#) to learn more.

