



# QUESTIONS TO ASK DURING CUSTOMER DISCOVERY AND DEVELOPMENT CONVERSATIONS

Part of *The Entrepreneur's Guide to Finding Your First Customers* by Jack  
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**Directions:** Ask these questions during your customer discovery and development conversations. It's probably best that you ask people these questions in the order that they're written, though you can go out of order and skip certain questions. In fact, you should skip certain questions on this list if you feel you have already answered them from your own research or if you feel you have a basic understanding of what the answers to these questions might be. Or, after doing research, you can make the questions on this list more specific. For example, with question 4 on this list, if you learn from your research that one of the problems content marketers typically face is that they have trouble amplifying their content and getting people to share it, then you should adjust this question or add a sub-question. One possible way to adjust this question or add a sub-question might be to ask, "Are you happy with the degree to which the content you produce at your job or the content other content marketers produce at your company is shared and amplified? What are you currently doing to amplify the content you and/or your company produces? Would you pay for a software product that helped you get more shares and amplification for your content?"

Use the questions on this list as kind of a starting point for coming up with more specific questions for the people you're interviewing based on the research you do. While you can use the questions on this list word for word (and should do so if you aren't able to learn much from your own research about your target market and ideal customers), you'll get more value from these questions and from the customer discovery interviews you do if you refine these questions and make them more detailed and specific for your ideal customers.

Below each question is a space that you can use to take notes during the conversations.

**\*Note #1:\*** Ask each person if it's okay to record your conversations with him or her. If someone allows recording, then record the conversations with him or her. If someone doesn't allow recording, then don't record the conversation. Regardless of whether or not you're recording the conversations, take brief notes during each one about people's responses). For recorded conversations, take more thorough notes after they are over.

For taking notes, you can either write or type in the section below each question titled "Potential Customer's Answer," or you can type or write on something else.

**\*Note #2:\*** Before you start having customer discovery and development conversations, you should have a clear idea of what your target market is and who your ideal customers are. For instance, a target market might be online businesses and the ideal customers within those ideal businesses might be content producers and marketers. You should also learn as much as possible about your target market and your ideal customers as time allows. It's also good to have one or two product ideas to discuss during these conversations, but you don't have to have ideas. With these conversations, you'll likely come up with new product ideas, learn new information that helps you revise your existing product ideas, and trash the product ideas that you learn don't provide lots of value to your ideal customers.

Here are the questions:

1. What tools and software do you use on a daily basis for your job and how long have you been in your industry? What do you like about the tools and software you use and what do you dislike about them?

Potential Customer's Answer:

2. What sorts of activities and jobs do you do in your profession on a daily basis? Are these things that you would say the typical person in your profession does?

Potential Customer's Answer:

3. What are the most important responsibilities you have in your job?

Potential Customer's Answer:

4. What are the biggest problems, pains, and challenges that you personally face in your job?

Potential Customer's Answer:

5. What are the biggest problems, pains, and challenges that your company faces?

Potential Customer's Answer:

6. What are some things that you wish could be better about your profession? In other words, what problems do people in your profession typically face that makes life in your profession really hard?

Potential Customer's Answer:

7. How is success defined in your specific profession? What do you have to do in order for you to be considered successful at your company?

Potential Customer's Answer:

8. How does the organization/company you work for define success?

Potential Customer's Answer:

9. What are the most important metrics you keep track of at related to your profession in your company/organization?

Potential Customer's Answer:

10. Could you also talk about how you work on improving important metrics related to your job and role at the company you work for? This means, for each metric, do you work on increasing the metric's value or decreasing it so your job performance improves?

Potential Customer's Answer:

11. Would [insert description of your idea] provide value to you and is it something you would pay for?

**\*Note:\*** Do NOT do a hard-sell or pitch for your idea. When describing your idea, describe the problem it would solve, the benefits it would provide, and a few main features. Don't use hyperbole when describing your idea and say that it will be magical and be the best thing for the customer since sliced bread was invented. Just give a basic description for your idea in a succinct and simple way. If you have more than 1 idea, then you can repeat this question a couple times.

Potential Customer's Answer:

12. If someone has positive feelings about your idea, ask the following question: Does the idea provide enough value for you to pay to pre-order it right now?

**\*Note:\*** Have a price in mind (or multiple prices for tiered pricing) when you ask this question. The best thing to do in this situation is either ask for a check or an online pre-order that you won't cash until your product is ready for use. Another good tip is telling people that you'll happily refund their pre-orders if they dislike your product when you launch.

Potential Customer's Answer:

13. What are the biggest fears you have in your job and career?

Potential Customer's Answer:

14. What are the biggest fears that the company/organization you work for has?

Potential Customer's Answer:

15. What part of your job do you enjoy the most, and what part of your job do you enjoy the least? Why do you enjoy or not enjoy these things?

Potential Customer's Answer:

**\*Final note #1:\*** Don't be afraid to ask followup questions and other questions that aren't on this list. In fact, you absolutely should ask other more specific questions in addition to these questions based on the research you do and how the conversation flows. To get a more complete understanding of your ideal customers, you'll have to research about them and their industries and ask other specific questions that aren't on this list. During these conversations you might hear something that gives you one or more ideas for painkillers and/or vitamins on the spot. If you happen to come up with one or more new ideas during a conversation, don't be afraid to use questions 11 and 12 from this list to get feedback for those ideas. When you come up with a new idea during a conversation with a potential customer, be sure to also include asking people about that idea in future conversations.\*

**\*Final note #2:\*** Questions 3, 7, 8, 9, and 10 will help you think about what's important to your ideal customers and come up with ideas for vitamin products. Questions 4, 5, 6, 13, 14, and 15 will help you identify ideas for painkiller products. Questions 11 and 12 will help you determine if any ideas you had before the conversations or during the conversations are worth pursuing. Questions 1 and 2 will help you get more context and

information about the industry the person you're talking to works in and what he or she actually does in his or her job/profession. Question 1 will also help you get an understanding of the products that your ideal customers already use on a daily basis and what they use these products for. If when asking people about the products they already use, they are very dissatisfied with any of them, this could be an opportunity for you to have a profitable product idea (ask a followup question about why they are dissatisfied with certain products if this is the case). For example, if you make a similar product to something people are already buying, except that it's 10 times better and/or easier to use, then that's a good opportunity for a profitable product.