

THE BUSINESS *Lioness*™  
MARKET RESEARCH

In order to get to know your Ideal Clients better, you should talk to her/him! The purpose of this exercise is to generate at least 10 conversations with people who you know are close to your Ideal Client Profile.

Listen out very carefully for the language they use as those will be very words you will use in all of your marketing material.

I suggest you ask permission to record those conversations for market research purposes so that you can refer to them at a later stage to pick out the words that keep coming back.

The format of this research is a 20-minute interview (preferably on Skype) in exchange for a 20-minute free coaching session (which will be more like an initial consultation).

At the end of the session, if you feel like the participant could benefit from working with you and you know that you have something on offer that will be of tremendous value to them, tell them.

There is no need to pitch at this point but you can offer a Complimentary Clarity Call at this point and schedule it there and then.

You should conduct this interview in a very fluid, unscripted, conversational style.

The participant should do most of the talking and you should ask whatever questions come up for you naturally.

## INTRO:

My name is XXX, I am a XXX.

Thank you so much for taking the time to participate in my research.

Before I start, would it be ok to record this conversation for market research purposes? This won't go anywhere, it's just for me.

The reason I chose you is because you have a similar profile to my ideal client and I want to deepen my understanding of your struggles and challenges in order to refine my services.

I want to keep my finger on the pulse of real women like you.

My questions are deeply personal but please assured that this interview will be treated with the utmost respect and confidentiality.

This should take about 20 minutes of your time. Please give me the first answers that come to mind. In exchange for your precious time and your generosity, I will then give you 20 minutes of free coaching on whatever comes up in this conversation. Is that alright?

What are your 3 biggest frustration in the area of....(link this question to your particular field)?

What about this keeps you up at night?

How important is this problem to you? Does it need to be handled right now?

(People buy emotionally so really dig deep here to find out why this dream matters to them.)

What is your goal for XXX? (Listen out for the desired transformation.)

**NOTE:** The following questions are essential. If you feel shy about asking them, you can reassure them that you are not trying to sell them anything you just want to gage what their needs are.

Have you ever paid for a product/service to help you solve this problem? (then go into why/why not/ how much was it/did they like it or not etc.)

This question will help you understand where they are in the buying process. Tell them a little bit about what you do.

What do you like about the kind of service/product I offer? (pick 1 of your packages)

How much would you be prepared to pay for it?

What frustrates you about buying the kind of service/product I offer?

Would you be interested in purchasing such an offer or do you know someone who would?

What would be a dream solution for you right now?

Listen out for their level of motivation here. Transition into the consultation session and if they appear to really need and want what you have to offer, offer it to them and book another call or transition into a Clarity Call there and then. Go with your gut feeling on this one.

Carry out 10 interviews in this format, and you'll be surprised how much you'll get from this research (including potential sales!)



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