## Marketing Interview: YOUR CUSTOMER

1. Customer Research
   1. Customer feedback
      1. What do they say? Why? What's behind what they're saying?
      2. How do they say it? words, tone, body language
      3. What do they do? Why? What's behind their actions?
      4. How do they feel? Trust? Complacency? Irritation? Fear? Why?
      5. What emotions drive them? Loves, hates, passion points
   2. Where to research
      1. Forums/Reddit
      2. Facebook groups and pages
      3. YouTube video comments
      4. Comment sections on articles
      5. Authority figures/influencers
      6. Google
      7. Amazon.com
      8. Quora
      9. Meetups
      10. Ask The Public
2. Market characteristics
   1. Market overview
      1. How many sellers are chasing how many customers?
      2. How many prospects are there?
      3. Is there a market?
   2. What is the prospect's awareness level?
      1. Unaware
      2. Problem Aware
      3. Solution Aware
      4. Niche Aware
      5. Most Aware (Product Aware)
   3. How sophisticated is the market?
      1. Where has the problem been covered?
         * TV?
           + News?
           + Talk Shows?
           + Commercials?
         * Articles?
           + Print?
           + Internet?
         * Books?
         * Experts?
         * Blogs?
         * What do prospects discover from Google searches?
      2. What is prospect's experience?
         * What is the prospect seeing?
         * What is the prospect hearing?
         * What is the prospect saying?
         * What is the prospect thinking?
         * What is the prospect doing?
         * What is the prospect feeling?
         * What are prospects saying in forums, ad comments, and social media posts?
   4. What will motivate prospect to buy?
      1. Motivation (7 Deadly Sins)
      2. Tony Robbins 6 Human Needs
      3. Maslow's Needs Hierarchy
   5. Where is the marketplace on the promise evolution?
      1. Promise
      2. Promise expanded
      3. Promise & unique mechanism
      4. Promise & expanded unique mechanism
      5. Prospect experience
3. Customer Demographics
   1. Core demographics
      1. Who is your customer?
      2. What gender?
      3. What age?
      4. What religion?
      5. What income?
      6. Single, Married, Divorced, Widowed?
      7. Hobbies?
      8. Kids? Young? Fully grown?
      9. Urban, Suburban, or Rural living?
      10. Conservative or Liberal?
      11. What are their likes?
      12. What are their dislikes?
   2. What attitudes do they have?
      1. Religious
      2. Political
      3. Social
      4. Economic
   3. Consumption habits
      1. What celebrities do they like?
      2. what TV shows do they like?
      3. What magazines do they like?
      4. What books do they like?
4. Customer Psychographics
   1. Core psychographics
      1. What is your prospect's self-identity?
      2. What are their victories, hopes and dreams?
      3. What are their fears and failures?
      4. What are their dreams?
      5. What are their fears?
      6. What are their suspicions?
      7. What are their failures?
      8. What has your prospect's life been like?
      9. What are your prospect's needs?
      10. What does your prospect want from life?
      11. What are the 1-3 biggest SHORT-TERM pain points or fears?
      12. What are the 1-3 biggest LONG-TERM pain points or fears?
   2. VILLAINS/ENEMIES: What outside forces do they believe have prevented their best life?
      1. Others?
         * Family?
         * Friends?
         * Coworkers?
         * Boss?
         * Strangers?
      2. The status quo?
         * Inertia/No momentum?
         * Don't rock the boat?
      3. So-called experts?
         * Wrong advice?
         * Myths?
         * Profiteers/Exploiters?
   3. What is the customer avatar's name?
   4. What is the customer avatar's biography?
   5. What is the customer avatar's photo?
   6. Prospect Beliefs
      1. What are their core beliefs about life, love, and family? 2-4 sentences
      2. What does the prospect believe about you?
      3. What does the prospect believe about themselves?
      4. What are their prejudices?
      5. What are their key beliefs?
      6. What key prospect beliefs must you never contradict?
5. Customer Beliefs On Problem
   1. What are the prospect's limiting beliefs causing the problem?
   2. What are the prospect's limiting beliefs stopping them from solving the problem?
   3. What stops the prospect from solving the problem on their own?
   4. What does the prospect believe about other solutions?
   5. What are the prospect's dominant resident emotions?
   6. How do prospects feel emotionally about their problem?
   7. What are your prospect's beliefs, interests and feeling regarding the product or service?
   8. What are the burning questions your prospect wants to know?
   9. What's the prospect's hell? problem/challenge How does it make them feel?
   10. What is your prospect afraid of? What keeps them up at night?
   11. How does the prospect feel about this problem? What is their inner dialogue?
   12. What is getting in the way of the prospect solving this problem (situation/obstacle)?
   13. What has the customer seen and heard before? What do they believe and not believe about possible solutions?
   14. What's the prospect's heaven? What's the ideal state? Why is it better?
   15. What vocabulary does the prospect use to talk about this problem and potential solutions?
6. Prospect Problem
   1. What are the problem symptoms?
      1. What are the micro and macro and long term and short-term effects of those with this problem?
      2. Outer (in life)?
      3. Inner (internal)?
         * What are the inner symptoms of the problem (mental, emotional, spiritual)?
      4. What anecdotes epitomize the symptoms?
      5. What's the prospect's experience of the problem?
      6. Physical effects of problem?
         * Photos showing problem?
         * Physical spectrum of problem?
      7. Emotional effects of problem?
         * Nothing I have tried works?
         * Nothing will ever work?
         * That won't work because... (rebuttal)?
         * Confused by conflicting options?
         * Don't know what to try?
         * Overwhelmed?
         * Stuck, unable to escape?
      8. Mental effects of problem?
         * Others judging prospect?
         * Prospect judging self?
   2. Problem side effects
      1. What are the secondary effects of the problem? (Original problems causing new problems)
      2. What are the downstream future problems coming to the prospect? The original problem that causes more problems in the future (over time) by not solving the original one
   3. How pervasive is this problem?
      1. How many suffer?
      2. How does problem affect sufferers?
         * How does it affect day to day? Micro effects
         * How does it affect life at large? Macro effects
         * What are the short-term effects on sufferers?
         * What are the long-term effects on sufferers?
      3. What do prospects risk having problem?
         * What are potential negative outcomes?
         * What are probable negative outcomes?
         * What are the potential catastrophic negative outcomes?
   4. What is the pain of having this problem?
      1. Monetary cost?
      2. Time spent? Time wasted?
      3. Waste? Wasted resources?
      4. What do prospects lose out on having this problem?
      5. What emotional burden must prospects bear?
      6. What are the disadvantages to this problem?
         * What does this cost in status?
         * What does this cost in relationships?
         * What does this cost in position?
         * What does this cost in reputation?
   5. What is the root cause of the problem that the prospect has?
   6. What evidence and proof do you have for the root cause of the problem?
   7. What would have to happen for the prospect to solve their problem?
   8. What is the pain of not having the product or service that solves the problem?

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