

Marketing Interview: YOUR CUSTOMER

1. Customer Research

1.1. Customer feedback

- 1.1.1. What do they say? Why? What's behind what they're saying?
- 1.1.2. How do they say it? words, tone, body language
- 1.1.3. What do they do? Why? What's behind their actions?
- 1.1.4. How do they feel? Trust? Complacency? Irritation? Fear? Why?
- 1.1.5. What emotions drive them? Loves, hates, passion points

1.2. Where to research

- 1.2.1. Forums/Reddit
- 1.2.2. Facebook groups and pages
- 1.2.3. YouTube video comments
- 1.2.4. Comment sections on articles
- 1.2.5. Authority figures/influencers
- 1.2.6. Google
- 1.2.7. Amazon.com
- 1.2.8. Quora
- 1.2.9. Meetups
- 1.2.10. Ask The Public

2. Market characteristics

2.1. Market overview

- 2.1.1. How many sellers are chasing how many customers?
- 2.1.2. How many prospects are there?
- 2.1.3. Is there a market?

2.2. What is the prospect's awareness level?

- 2.2.1. Unaware
- 2.2.2. Problem Aware
- 2.2.3. Solution Aware
- 2.2.4. Niche Aware
- 2.2.5. Most Aware (Product Aware)

2.3. How sophisticated is the market?

2.3.1. Where has the problem been covered?

- TV?
 - News?
 - Talk Shows?
 - Commercials?
- Articles?
 - Print?
 - Internet?
- Books?
- Experts?
- Blogs?
- What do prospects discover from Google searches?

2.3.2. 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?

2.4. What will motivate prospect to buy?

2.4.1. Motivation (7 Deadly Sins)

2.4.2. Tony Robbins 6 Human Needs

2.4.3. Maslow's Needs Hierarchy

2.5. Where is the marketplace on the promise evolution?

2.5.1. Promise

2.5.2. Promise expanded

2.5.3. Promise & unique mechanism

2.5.4. Promise & expanded unique mechanism

2.5.5. Prospect experience

3. Customer Demographics

- 3.1. Core demographics
 - 3.1.1. Who is your customer?
 - 3.1.2. What gender?
 - 3.1.3. What age?
 - 3.1.4. What religion?
 - 3.1.5. What income?
 - 3.1.6. Single, Married, Divorced, Widowed?
 - 3.1.7. Hobbies?
 - 3.1.8. Kids? Young? Fully grown?
 - 3.1.9. Urban, Suburban, or Rural living?
 - 3.1.10. Conservative or Liberal?
 - 3.1.11. What are their likes?
 - 3.1.12. What are their dislikes?
- 3.2. What attitudes do they have?
 - 3.2.1. Religious
 - 3.2.2. Political
 - 3.2.3. Social
 - 3.2.4. Economic
- 3.3. Consumption habits
 - 3.3.1. What celebrities do they like?
 - 3.3.2. what TV shows do they like?
 - 3.3.3. What magazines do they like?
 - 3.3.4. What books do they like?

4. Customer Psychographics

- 4.1. Core psychographics
 - 4.1.1. What is your prospect's self-identity?
 - 4.1.2. What are their victories, hopes and dreams?
 - 4.1.3. What are their fears and failures?
 - 4.1.4. What are their dreams?
 - 4.1.5. What are their fears?
 - 4.1.6. What are their suspicions?

- 4.1.7. What are their failures?
- 4.1.8. What has your prospect's life been like?
- 4.1.9. What are your prospect's needs?
- 4.1.10. What does your prospect want from life?
- 4.1.11. What are the 1-3 biggest SHORT-TERM pain points or fears?
- 4.1.12. What are the 1-3 biggest LONG-TERM pain points or fears?
- 4.2. VILLAINS/ENEMIES: What outside forces do they believe have prevented their best life?
 - 4.2.1. Others?
 - Family?
 - Friends?
 - Coworkers?
 - Boss?
 - Strangers?
 - 4.2.2. The status quo?
 - Inertia/No momentum?
 - Don't rock the boat?
 - 4.2.3. So-called experts?
 - Wrong advice?
 - Myths?
 - Profiteers/Exploiters?
- 4.3. What is the customer avatar's name?
- 4.4. What is the customer avatar's biography?
- 4.5. What is the customer avatar's photo?
- 4.6. Prospect Beliefs
 - 4.6.1. What are their core beliefs about life, love, and family? 2-4 sentences
 - 4.6.2. What does the prospect believe about you?
 - 4.6.3. What does the prospect believe about themselves?
 - 4.6.4. What are their prejudices?
 - 4.6.5. What are their key beliefs?
 - 4.6.6. What key prospect beliefs must you never contradict?

5. Customer Beliefs On Problem

- 5.1. What are the prospect's limiting beliefs causing the problem?
- 5.2. What are the prospect's limiting beliefs stopping them from solving the problem?
- 5.3. What stops the prospect from solving the problem on their own?
- 5.4. What does the prospect believe about other solutions?
- 5.5. What are the prospect's dominant resident emotions?
- 5.6. How do prospects feel emotionally about their problem?
- 5.7. What are your prospect's beliefs, interests and feeling regarding the product or service?
- 5.8. What are the burning questions your prospect wants to know?
- 5.9. What's the prospect's hell? problem/challenge How does it make them feel?
- 5.10. What is your prospect afraid of? What keeps them up at night?
- 5.11. How does the prospect feel about this problem? What is their inner dialogue?
- 5.12. What is getting in the way of the prospect solving this problem (situation/obstacle)?
- 5.13. What has the customer seen and heard before? What do they believe and not believe about possible solutions?
- 5.14. What's the prospect's heaven? What's the ideal state? Why is it better?
- 5.15. What vocabulary does the prospect use to talk about this problem and potential solutions?

6. Prospect Problem

- 6.1. What are the problem symptoms?
 - 6.1.1. What are the micro and macro and long term and short-term effects of those with this problem?
 - 6.1.2. Outer (in life)?
 - 6.1.3. Inner (internal)?
 - What are the inner symptoms of the problem (mental, emotional, spiritual)?
 - 6.1.4. What anecdotes epitomize the symptoms?
 - 6.1.5. What's the prospect's experience of the problem?
 - 6.1.6. Physical effects of problem?
 - Photos showing problem?

- Physical spectrum of problem?
- 6.1.7. 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?
- 6.1.8. Mental effects of problem?
- Others judging prospect?
 - Prospect judging self?
- 6.2. Problem side effects
- 6.2.1. What are the secondary effects of the problem? (Original problems causing new problems)
- 6.2.2. 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
- 6.3. How pervasive is this problem?
- 6.3.1. How many suffer?
- 6.3.2. 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?
- 6.3.3. What do prospects risk having problem?
- What are potential negative outcomes?
 - What are probable negative outcomes?
 - What are the potential catastrophic negative outcomes?
- 6.4. What is the pain of having this problem?
- 6.4.1. Monetary cost?
- 6.4.2. Time spent? Time wasted?
- 6.4.3. Waste? Wasted resources?

- 6.4.4. What do prospects lose out on having this problem?
- 6.4.5. What emotional burden must prospects bear?
- 6.4.6. 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?
- 6.5. What is the root cause of the problem that the prospect has?
- 6.6. What evidence and proof do you have for the root cause of the problem?
- 6.7. What would have to happen for the prospect to solve their problem?
- 6.8. What is the pain of not having the product or service that solves the problem?

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