

# Customer Interview



1. Tell me how [problem you solve or niche] is showing up in your life right now.
2. What does a typical day look like for you [related to your niche]?
3. What are your top frustrations with [related to your niche]?
4. Why do you think you struggle with [niche topic(s)]? (DO NOT GO SOLVING MODE HERE, LISTEN!!!!)
5. What must happen before you seek a solution to [niche topic(s)]? (list pain points from above to guide conversation)
6. What have you tried that didn't work?
7. What would it feel like if this challenge was solved or figured out? What would your day look like if [insert solution they provided]?

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## Golden Rules:

*Listen more than you talk  
Record or take verbatim notes  
Avoid bias and assumption  
Only interview ideal customers*

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