

INFORMATIONAL INTERVIEWS

For this assignment you will need to call and record conversations with 3-5 prior clients (or people who would conceivably buy from you). Your clients will tell you exactly what will attract you more clients.

*This is a process you want to do every 3 months, as your business will change and their answers will change. Do not do this exercise once and keep using the same answers. Your sales will slow down if you do! Please put it in your calendar for 3 more times in the coming year.

Name	Why did you choose to work with me?	What are the 3 words or phrases that describe what I was like to work with?	What results did you get from working with me?	Do you have any suggestions for me?

Please summarize the most common answers here:

*The main reason people chose to work with me is:

*The 3 most common phrases people used to describe working with me were:

*The most common result people had from working with me was:

*The most pertinent suggestion people had was: