AUDIENCE DEVELOPMENT QUESTIONS
For Atticus Coaching Program

As you will note – these are more topics than they are yes/no – or answerable question. The goal is to get the audience talking about their challenges. So – please look at these questions less as a template than as a starting point of conversation that you would have with your audience.   Additionally, some categories may be more or less applicable in your particular questioning.

Your goal is to draw out challenges, problems, and "jobs" that could be solved with something you could develop. Open mindedness is the key here.

When you conduct an interview – here is a way to think about a "jobs-to-be-done interview" rather than a more product centered one. The key is that you're framing the conversation (not in any formal way) against how they solve challenges…. So consider that you will generally structure your conversation around the following five areas:

1. **Introductions and framing.** Building rapport with the participants and framing what will happen over the next (30 mins or so). This may be more or less formal depending on your existing relationship.

2. **It's all about them: the individual.** What shapes the way they think and behave?

3. **How they make progress in their quests:** What are the forces that motivate the customer to hire a product? Why did they hire the product?

4. **The topic or getting a bit more specific/contextual.** How does a new solution fit into the mental model of other jobs they are trying to get done?

5. **Priorities and struggles.** Determining the biggest struggle and the most important outcome the customer needs help finding a solution for.

Given the unique nature of this process, I'm going to categorize the questions by the general category – but where each fits should be pretty obvious. The key is not to follow this list of questions but use it for inspiration and as a guide when planning and conducting your own interviews.

TYPICAL QUESTIONS

Personal
- Tell us about your family life.
- What city do you live in? Work in?
- What is your educational background?
- What do you like to do in your free time?

Industry and Business
- What industry is your business in?
- What is the size of your company?
- What are the most common challenges in your industry?
- What are the most common objections to your product or service?

Role
- What is your job title?
- What are your responsibilities?
- What is a typical workday like for you?
- How many years of experience do you have?
- What is your professional background?
- How do you measure success in your position?
- What specialized skills or tools are required in your position?
- To whom do you report? Who reports to you?
- What frustrates you the most about your job?
- What do you enjoy most?

Goals
- What is it that gets you out of bed every morning – and what's the biggest block to achieving that
- What are the goals you're trying to achieve?
- Why are these goals important?
- What steps are you taking to achieve these goals?

Challenges
- What are the biggest challenges that prevent you from achieving these goals?
- What have you done in the past to conquer these challenges? Did it work?
- If it didn't, what would you do differently next time?

Decision Making
- Who is involved in the buying process for products/services that are related to _____?
- Who do you consult with and trust for advice and information?
- How do you mostly make decisions about big, important changes in your life/career/

Objections
- What are your biggest complaints you have about things related to _____?
- What must happen for you to overcome these complaints?

Information Sources
- What publications, blogs or social media networks do you pay attention to?
- Do you belong to any social, professional or networking groups?
- Do you attend any industry events, conferences or trade shows?
- What information formats do you engage with the most?
- How do you do your research on new products and/or services?
- How did you find out about our company?