

Market Research Guidebook

Make your offers and content more relevant by talking to your audience and understanding their perspective.



What proper market research will do for you and your business:

- ★ You'll never be lost again for content ideas.
- ★ You'll be able to craft meaningful marketing messages that build a genuine audience.
- ★ You'll be able to craft paid offers that people can justify buying from you.

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Organising Market Interviews

Whom to interview

Interview people who need what you have stated in Part 1 of your Message Organiser.

How many people to interview

- ★ I recommend Interviewing at least 10 people who match your "I help ..." description.
- ★ Interview people face-to-face via video conference.
- ★ Every interview is an opportunity for someone to get to know you and for you to expand your network.
- ★ The better your 'intel', the more interesting your content and offerings will be to your ideal audience.

Setting a realistic time frame to complete your interviews

- ★ Aim for at least 3-5 interviews per week, depending on your existing commitments.
- ★ Take your time and do this properly, because it will be worth it.

Where to find people to interview

Start with people you know! Below I've provided a list of 8 different places where you can find people to interview. Facebook Groups is listed as number 8 on the list for a good reason, It's not your first port of call ... it's your last resort!

Your starting place needs to be exploring the 7 other options and then making a list of 10 women that you've already had some kind of contact with, and personally invite them into a conversation with you.

I know this can feel uncomfortable for some (perhaps because you don't want to bother anyone), but believe me it's the most effective!

To take the approach of heading straight to Facebook Groups with your interview callout (especially when you haven't been very visible in that group and people don't really know you) ... and then not receive much of a response is very discouraging.

Where to find people to interview:

1. Previous clients who match your ideal client
2. Email people you've previously connected with
3. Post on your Facebook business page (boost post if necessary)
4. Email or PM highly engaged followers of your Facebook Page
5. Ask friends on your personal Facebook profile if they know anyone who fits the description of who you want to interview
6. Ask people you have participated in courses or programs with
7. Women you've met through attending in-person events
8. Facebook and LinkedIn Groups

Example Email Invitation

Hi Jess, how are things with you?

I'm hoping you can help me with something.

I am in the process of reviewing my offerings and it would be so helpful if I could ask you a few questions.

This will help me to refine my services and make them more relevant to women like you.

We'd be speaking via Zoom and will take about 45-minutes.

I'd really appreciate your help with this.

You can choose a time that's good for you here: [insert booking URL]

With thanks,

Dani

Remember!

Your first port of call is **not** Facebook Groups. Your first port of call is contacting at least 10 women who you already know by some means and inviting them into a conversation with you.

Example Facebook Group Callout (last resort)

Are there any holistic practitioners here who are wanting to transition out of their day jobs so they can create an income from their healing work?

Perhaps you are feeling stuck because you don't know how to communicate what you offer to your ideal clients ... and that's why you're not getting much response from your offers.

What you'd love is to have consistent bookings coming in so you can replace your income and leave your soul-numbing job.

If that sounds like you, I'd love you speak with you!

Your responses to a few questions will help me to refine my offers so they can be more relevant to women like you.

These interviews will be via Zoom and will take about 45-minutes.

Can you help me out? If so please comment below or PM me.

Other types of interview callouts I have used

Here are some examples of other interview callouts I have used that have been effective. [Example 1](#), [Example 2](#), [Example 3](#), [Example 4](#)

Use an online calendar

To make it easy for people to book in with you, I recommend using an online calendar. I recommend [Acuity Scheduling](#).

Should you offer a free session in exchange for the interview?

I choose not to offer free sessions in exchange for the market research interviews because:

- A. I don't like taking up free session offers myself unless I am interested in actually working with that person and paying them.
- B. I believe that the interview process itself provides each person with so much value and clarity.

I have in the past stated in my market research interview invitations that they are welcome to ask me any questions about how I have achieved the goal that they want to achieve.

What I do advocate, once you have analysed your market research intel, is that you go back to each of your interviewees with a relevant offer. This is a great way to continue your market research further.

Qualify your interviewees!

It's very important that you only interview people who would benefit from the help you provide right now. Avoid interviewing anyone who no longer has the challenge or goal that you can help with.

People may well put their hand up to 'help out' but it's important that you ask them if they currently have the goals and challenges that you plan to help your clients with.

Facilitating Market Interviews

Interview demonstration

Here is an [example market research interview](#) I had with Sharon. Please make sure you watch this before you start doing your interviews. Through this demonstration you will see firsthand the flow of questions that I recommend you use. You will see how these questions give the interviewee a lot of clarity about their goal and what they need help with.

Interview questions to ask

Here are the questions that I recommend you use during your market interviews.

1. What change do you want to create / What results do you want to achieve in the next 3-months?
2. Why is this goal important?
3. What are your 3 biggest challenges in relation to this goal?
4. What are the 3 things you need help with in relation to this goal?
5. Have you considered hiring a mentor/coach to help you with these things? Why? Why not?

Use the spreadsheet!

In the beginning I made handwritten notes to record the responses from my interviewees, but I soon found this to be ineffective. What worked so much better is typing into this [market research spreadsheet](#). This made the whole market research process more efficient and implementable. When you enter your data directly into the spreadsheet, you can potentially save yourself hours of time because you don't need to collate all the data later. This spreadsheet becomes a core document for your business and you will be using it to create offers, blogs, audios and videos.

Clarify their goal

Drawing out a clear goal from your interviewee can often be the question that you spend the most time on. Remember that the 90-day goal underpins all the questions, so take the time to make sure it's clear and measurable.

Listen for the language they use

This is an important piece that often gets overlooked. I remember when I was first interviewing people I would take what they said and write it down in 'my' words. Learn from my mistake and don't do this!

The pure gold in the market interview process is that you discover what words and language your ideal clients use to describe their goal, their challenges and what they need help with. When you capture and incorporate their language, your marketing becomes more meaningful and compelling to your ideal client. Makes sense, doesn't it?

The last time I interviewed my target audience, I noticed that they often used the wording: "I'm having trouble expressing what I do", whereas I would normally use the word "communicating" in place of "expressing". As a result of becoming aware of this, I started to use the word "expressing" in my marketing. It is these little adjustments that can establish a more meaningful connection with your ideal clients.

Avoid selling single sessions at the end of your interview

At the end of the interview, your interviewee might ask you what you are offering or if they can book a session with you. Here is how I suggest you respond to these questions:

"I'm not offering anything today because I'm going to craft a new offer based on the information I gather from these interviews. Can I email you the details of that offer when it's ready to go? It will be in the next week or so."

In the next part of this training, I'll be talking about creating a juicy multi-session package that you can present back to your interviewees.

Feeling nervous about doing your interviews?

Most of us feel a little nervous or awkward with our first few market research interviews, this is normal. With each interview you'll get better; allow yourself to take imperfect action.

A handwritten signature in black ink that reads "Dani". The lettering is cursive and fluid, with a large, rounded 'D' at the beginning.

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