

Product Interview Questions

Also fodder for your 30 second commercials, training, books and sales conversations:

Here are some of the questions I ask my clients during the book creation process:

1. What are the major internal/external factors causing stress for your clients?
2. What's the biggest challenge you help your clients solve?
3. What is the biggest risk you or your client takes addressing this problem?
4. How do you save or make your clients' time or money?
5. How do you improve your clients' health and relationships?
6. How do you restore your clients' faith in themselves and situation?
7. What headaches or annoying steps do they avoid working with you?
8. What kind of people do you avoid serving or can't help in your business?
9. What is your signature system that you use with each client?
10. What did you do before this awesome way of helping your ideal clients?
11. When did a light bulb go off that you were called to solve a certain problem?
12. What lead up to your big decision to help people solve this problem?
13. Who have these problems or challenges that you solve?
14. Give a quotable statistic by an authority about this trending problem:
15. What's your service guarantee?
16. What are the myths, lies or pitfalls in your industry?
17. What is the real truth?
18. How do your clients benefit from the knowledge of how things really work?
19. If you ruled the world what would you change to make your life/job better?
20. If you could be any other job other than your own what would it be? Why?
21. What brings you the most joy in your work?



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22. What brings you the most frustration and heartache in your work?
23. What core values and beliefs dictate the service you provide?
24. Who are your heroes in life and in your industry?
25. Who are your mentors?
26. What fears, concerns or objections came up entering the biz your in now?
27. Did family, friends, media or industry experts echo these sentiments?
28. How does your upbringing support or clash with the solutions you provide?
29. Share a story of your ideal client:
30. Tell a story of someone who didn't follow your advice or you got to too late:
31. What are your success principles?
32. What famous person/group is the poster child of your success principles?
33. What prizes, awards and accolades have you achieved in your industry?
34. What is one of your most prized possessions?
35. What is one of your most treasured experiences?
36. What is the biggest piece of technology that has helped your industry?
37. What is something you did in the good ole' days that still works like a charm?
38. What uncertainty or danger lies ahead in your industry?
39. What danger lies ahead if your prospects don't address their problem?
40. What days have you had it with your industry, and then you saw blue sky?
41. What are the wisest things you've done in your career?
42. What are the most courageous things you've done in your career?
43. What's the best advice you've gotten in your career?
44. Give us a story of the greatest impact you made helping a client:



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45. What special training or equipment has helped your career?
46. When you entered this industry what rules or values seemed unfamiliar?
47. When did you cross over from the old model to your current offerings?
48. Who are your allies, resources and power partners in your industry?
49. What tools/resources did you once rely on that no longer serve your clients?
50. What major challenges trending in your industry?
51. When did you think it was curtains for your industry and something saved it?
52. What keeps your clients up at night worrying with 3 in the morning sweats?
53. How do you help your clients who are facing their worst fears?
54. What is the best-case scenario you help your clients achieve?
55. What company, individual or community would you love to be your client?

