

Validating your Idea

WEEK ONE - The Art of the Interview - Supplement for W1-W2



Validate your business idea in 21 days with real data and write your elevator pitch.

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INTERVIEWING

Conducting Interviews can be intimidating but they do not have to be. Simply framing your intent before the interview is the best way to get started. Interviewing is a great way to gather data and an excellent tool that can be used for many projects in life and your business. Make sure to keep this supplement handy as it will be of great use to you in your business in the future!

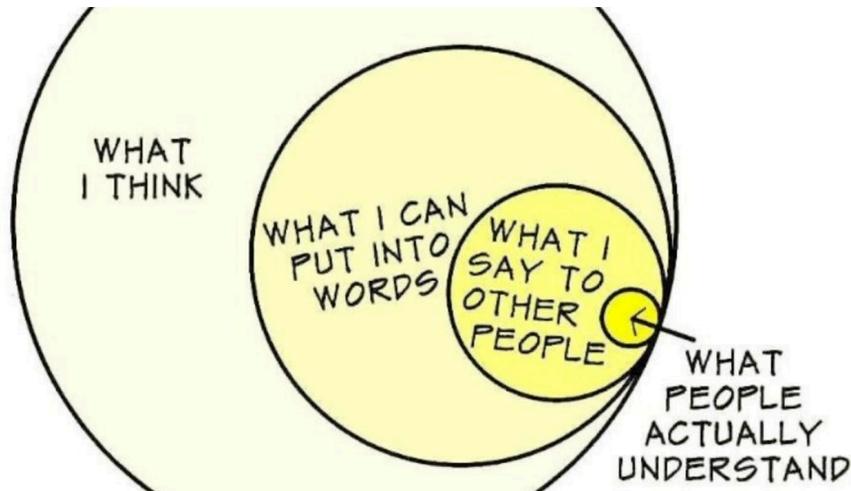
Short Term - Interviewing is an important skill that will help you validate your persona and see if your target customer is who you think she/he is.

Long Term In the development stages of designing your business model, and after you start your business, you will frequently need to gather insights on your clients and other parts of your operations. But for now, let's focus on the person you want to help solve a problem.

Simply look at it as a solid way to gather information about your business. These interview activities are specifically designed to show you what people hear when you tell them your elevator pitch/sentence about your business.

People do not always hear what you are saying, they place their own personal experiences as pictures with your words. This means there is always room for improvement in your communication. You especially want to make sure your customer understands what you are selling and make sure your service meets their needs.

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What You Say vs. What They Hear

In this Supplement you will find tips on interviewing and a list of questions to get you started. These questions are included in the MiniBoss Bootcamp Week One activities, as well.

NOTE: If you feel the need to write your own questions, please do! You are a creative, entrepreneurial-minded problem solver, so go for it! Keep in mind, these questions are about you and your specific business.

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INTERVIEW BASICS Q & A

HOW MANY QUESTIONS should I ask?

You can ask as many as you feel are necessary to get the outcome and answers you need. However, keep in mind that the person you interview might not want to answer them all. It is important to respect the Interviewee's time and predetermine the questions.

WHAT TYPE OF QUESTIONS should I ask?

Ask yourself what questions do you need answers to in order to get what you need. You will most likely need to know first, if they can use your service. Secondly, have they already used your type of service? How can your service benefit them? Discovering how your service can benefit them before you start the interview will be important here.

HOW LONG SHOULD IT BE

These days, we are all very busy. Make sure to respect your interviewee. she/ he may have limited time, or they may get tired and not want to answer more than a few questions, and that is fine. Most interviews are best when kept under 10-15 minutes.

GUIDANCE ABOUT WHO TO INTERVIEW AND WHEN

You should be interviewing a person that you already know has either used a service like yours, or if your service is unique, a person that can benefit from your service. If you are at least 60 percent sure the answer to one of these questions is yes, you are heading in the right direction.

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INTERVIEW BASICS Q & A

HOW TO INTERVIEW

- Preset your appointment time.
- Tell them what to expect and how much time it will take.
- Let them know if you will call or meet them and what time on what date.
- Remind them one day prior to your interview.
- Be prompt to get started and avoid small talk.
- State the format up front.
- Explain the process. You will ask a question and give them time to answer. You will then record their response and move on to the next question.
- You will then read them your full description sentence describing your business from Week One as an intro to your interview. You can also save this for the end or not do it at all.
- Speak clearly and be ready to provide examples or scenarios if they do not understand the question. Also, if they pause too long before answering, tell them it is ok, and you can come back to it or skip the question.
- Once the interview is complete, thank your interviewee and finish up the call.

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INTERVIEW BASICS Q & A

If you do not know anyone that fits your target audience and need to find someone to interview, there are several ways to approach this.

FIND STATS ON TARGET AUDIENCE

Gov and state websites such as RESEARCH ON GOV CENSUS, etc,

- Facebook groups of common interest groups
- Articles like HOW LONG SINGLE MOMS SPEND ONLINE SHOPPING
- WIKIPEDIA

--- SAMPLE - 15 ASSISTANCE QUESTIONS ---

You will see these in Workbook One

These questions are here for you in case you get stuck or do not have the time to design your own questions. Sometimes, once you are during the interview, your natural gabby talents may want to take over but do not be tempted to stray too far from where you need to be.



When Interviewing, you would like to find out information about your topic without bias. Try to ask open-ended questions.

When you ask questions that end in yes or no, you are not getting the best information from your interviewee.

Asking questions that start with "How? What? Where? Why? When?" are great ways to structure your interview questions so that you can get the most out of your time with the interviewee.

Here are sample questions to test if they really understand what you are doing and selling. You will see the How and W opening questions that I spoke of above.

--- SAMPLE - 15 ASSISTANCE QUESTIONS ---

You will see these in Workbook One

Here are sample questions to test if they really understand what you are doing and selling. You will see the How and W opening questions that I spoke of above.

1. What is my business?
2. What problem do I solve?
3. What am I selling?
4. What service do I provide?
5. Who am I helping?
6. How am I helping them?
7. Do you think you would use my service?
8. How do you think it would benefit you?
9. What would stop you from using my service?
10. How could I help you from what you know about my business?
11. Do you think many people would find my service helpful?
12. How do you think I could help them the most?
13. What are the best features of my service?
14. Do you know anyone else offering my service? Who?
15. How is my business different from theirs?

Pro tip:

Make sure to keep this supplement and use the questions above at least once quarterly to review your business plan and make sure that you are staying on track.