



100 Conversations Challenge

The #1 secret of the best copywriters in the world? Customer Research.

When you get the exact language of the people you want to serve, you can skip a lot of the guesswork. You'll know EXACTLY what they are struggling with and what they are actively looking for.

Up until this point, everything you've worked on has been based on your experience so far. Now it's time to confirm that your assumptions are true. Doing this step will ensure that you're building something that people will actually BUY from you!

Who can you interview?

- Friends
- Family
- Colleagues and peers
- Current clients
- Former clients
- People on your email list
- People in social media groups
- Referrals from clients, friends, and family

Challenge! Interview 5 Real People!

These interviews can be over coffee or the phone. The goal is NOT to sell anything - it's to get these potential clients to TELL YOU about their biggest struggles or obstacles. If you can record the conversation, even better because you'll be able to go back to note the way they talk about their challenges and struggles.



Step 1:: Set up Scheduling

If you don't already have a scheduling tool set up, I highly recommend getting something like Acuity or similar. It will streamline this process and make it effortless to book these interviews.

Step 2:: Email Invitation

Hey there {NAME}!

I'm currently on a mission to understand more about how {people like you - describe your dream client} feel about {insert your topic}.

And I thought you'd be a perfect person to ask!

If you're game, I'd love to ask you a few questions about your experience. The good - the bad - the ugly. Anything you can share with me would really help me to better serve this community.

There's no sales pitch at all - just real honest conversation.

30 minutes on the phone or skype. You share your story. I'm here to listen.

During our time, I'll ask you about:

{INSERT YOUR QUESTIONS SO THEY CAN FEEL PREPARED}.

To schedule your call {TELL THEM HOW TO SCHEDULE}

Much love and gratitude,
YOUR NAME



Step 3:: Social Media Invitations

If you're struggling to find 5 real people in your existing network, you can likely find them via social media. Here's a few ideas::

- ➔ Create a Facebook Event and share on your Page.
- ➔ Invite people from Facebook Groups full of your ideal client
- ➔ Create a cover image for your Facebook Profile or Page
- ➔ Create a quick invitation video to share
- ➔ Post on Instagram + Twitter
- ➔ Change your social media bios to invite people to chat with you

Step 4:: Questions to Ask

Think through the top 3-5 questions you want to ask. The goal is to get a clear picture of where they ARE and where they want to BE. Don't be afraid to dig deeper and ask followup questions!

Step 1: Establish Their Biggest Frustration/Challenge/Struggle

- ▶ What's your biggest challenge with _____ right now?
- ▶ What is it costing you?
- ▶ How else is this holding you back in your {life/health/relationships/etc}
- ▶ What do you think the solution is?
- ▶ Have you ever tried that solution?

Step 2: Establish Their Biggest Dreams + Desires

- ▶ What would it look like if _____ was solved?
- ▶ If I could wave a magic wand and _____ was perfect, your dream version of _____, what would that look like?
- ▶ What would that do for the rest of your life? What else would improve?
- ▶ What would your day be like if you _____?