

Market Research Questions

This is a suggested format to use for market research calls and can be adjusted to suit your business and the purpose of your market research e.g clarity on ideal client, new offer etc.

Section 1 - Questions about the person

First ask questions about them and who they are. This builds your knowledge of your ideal client and their current situation. Ask yourself what you need to know about your client's situation.

Section 2 - Questions about their challenges and feelings

1. When it comes to (what you support your client with) what is your experience?
2. When it comes to (what you support your client with) what are the top 3 challenges you face?
3. How does this make you feel?
4. How does this impact other areas of your life?
5. If you had an hour free to ask an expert anything about (what you support your client to achieve), what would you ask?

Section 3 - Questions about their aspirations and desires/what they want

1. If I could grant you 3 wishes when it comes to your life, what would you ask for? 2. How would that make you feel?
3. How would this change your life on a day to day?
4. What are the bigger impacts that this would have on your life?
5. What is currently stopping you from getting all of this?
6. What have you tried so far to help you overcome this struggle? Or what has worked for a

bit and then stopped working?

7. How would you love to describe yourself, in an ideal world?

Section 4 - Questions about support, your offers and social media platforms

8. If you were to get support to create xyz what would you prefer: 1:1 support, group, membership, self-study

9. If my (course, program, workshop...etc.) could get you the results you're after what would those results look like?

10. I would like to share the details of my 1:1/Group program and get your feedback? 11.

Where do you spend most of your time online?

12. Who do you follow the most online and why?

13. If you were to receive weekly content around something that you would want to learn more about then what are some topics you would like me to talk about? How would you like to receive the content each week? (Blog, Podcast, Emails, Videos...etc.

14. Have you ever purchased a product or service related to _____ (insert their pain point or desire)? -If NO - what stopped you from taking action and purchasing? -If YES - Did you get the results you were hoping to see? What did you like/not like? What did you pay for the product/service?

15. What is most appealing about my offer/program?

16. What results would you expect to walk away with? How would your life look different after you achieve these results?

17. Do you have any additional questions for me?