

CustDev Interview Questions

List of questions:

1. What are your goals for the next six months (related to this topic)?
2. What would your ideal life look like?
3. Why do you think you need this specifically?
4. Have you tried anything to get to that (paste their goal/desired life situation)?
5. If yes, why do you think you are not there yet?
6. What's stopping you from actually achieving that?
7. What are you already doing in (your niche)?
8. What's the number one thing that's stopping you from reaching your goals?

At the beginning, our main goal is to get a super clear picture of where the person is now (point "A"), what they want, and what's holding them back.

1. Who do you know in (your niche)? Who do you follow on IG and YouTube in (your niche)?
2. Why did you decide to follow me?
3. What do you think is my superpower?
4. Have you bought products in this space before?
5. How did that go? What did you like?
6. What would your ideal product look like?
7. What do you look for when choosing a mentorship program or a course?
8. What do I need to guarantee so that you'd join my program?

Important: This is just a sample list. It's meant to give you a starting point for

conversation so you don't get stuck. Don't feel like you have to go question by question like a robot. Talk to the person like a human. Really try to get into their situation, understand their problems, how they see solutions, and what they'd actually be willing to pay for. We'll include the full interview script later in the modules. This is the most important part.