

MODULE

4

# MARKET RESEARCH QUESTIONS



60 DAYS TO LAUNCH A  
**BUSINESS**  
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Market Research is essential in developing your offering, connecting with your market, and selling to them. Those who do this will have a competitive advantage. Sometimes it can take a long time to come up with the right questions to ask. To make things easier, I've put together sample questions for you. I've also organized them by the groups of people you'll be speaking to.

Based on your unique business and people you are reaching out to, I encourage you to gather any supplemental questions or information needed to ask the right questions.

## QUESTIONS FOR PEOPLE WITH THE PROBLEM YOU SOLVE (i.e., POTENTIAL CLIENTS)

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1. What's your biggest challenge and frustration around [the problem you solve for people]?
2. How are these problems negatively affecting your life?
3. What goals do you have for [your field -- i.e., business, relationship, health] this year?
4. How would your life look if you accomplished these goals?
5. If you could have any question answered about [your topic], what would it be?
6. Have you ever worked with anyone to help you with this particular problem? What did you like about the experience? What didn't you like about the experience?
7. If you were hiring a coach/consultant/ service provider to help you with this issue, what top 3 things would you look for in the person you would choose to work with?
  - [Dig deep. For example: If someone is overweight, it might not just affect their health, but their relationships and how they are doing at work.]
  - If they say something that's interesting, say: Can you tell me more about that? Can you give an example? Can you tell me a story about that?

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8. How much do you think someone would pay for this service?

- [Feel free to add in details about the format of your offering, if available.]
- What would be the lowest reasonable number someone could charge who is just getting started?
- What would be the highest number someone could charge who is a leader in their industry?

9. [If you have existing offerings, share them. If you do not have offerings, tell them about the service you are thinking about offering.]

- Of what I shared, what would be most valuable to you?
- What is least valuable?
- What could I offer more of to make this package more valuable to you?

10. Do you think I've picked a good target market for the service I'm providing? If not, what might be a better target market? [Criteria: they would deeply value my services, and be willing and able to pay good money for it]

## QUESTIONS FOR PAST OR CURRENT CLIENTS

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1. What was the primary reason you began working with me, rather than doing it by yourself? There are a lot of coaches or consultants out there who can help you with this issue -- what motivated you to work with me?
2. What was it about my work or personality that made you feel that I was the right coach/consultant/service provider for you?
3. Who are the go-to people on this topic that you respect?
4. What kind of circumstances or life events do you think would motivate someone to work with me, or to take on this part of their life?
5. What would this area of your life look like in an ideal world?
6. Now imagine that reality, and guide me through what it would look like from when you wake up in the morning until you go to bed at night.
  - What would having all of this do for you?
7. Can you remember the moment when things were at their worst regarding this issue, and you were your most frustrated?
8. What are some of the most significant changes/shifts that have occurred as a result of our work together?
9. Out of everything I offer, what has been the most valuable to you?
10. Is there anything that would make this program even better?

## QUESTIONS FOR PEOPLE CLOSE TO YOU (FAMILY OR FRIENDS)

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1. [Tell them your target market and the problem you are going to help them solve.]  
When these people are looking to hire someone, what would I need to be able to offer or promise for people to feel like it's a good investment of their time or money?
2. What qualities do you think these people would be looking for in someone who was going to help them?
3. [If you have offerings, share them. If you don't have offerings, tell them about the service you're thinking about offering.]
4. Do you think I have the right target market? Do you think they would be willing to pay or value this service?
5. How much do you think someone would pay for this service?
  - Of what I shared, what would be most valuable to you?
  - What is least valuable?
  - What could I offer more of to make this package more valuable?
  - Is there anything I could add to this that I'm currently not?
  - [Feel free to add in details about the format of your offering, if available.]
  - What would be the lowest reasonable number someone could charge who is just getting started?
  - What would be the highest number someone could charge who is a leader in their industry?
6. Do you think I've picked a good target market for the service I'm providing? If not, what might be a better target market? [Criteria: they would deeply value my services, and be willing and able to pay good money for it]
7. What are my three best qualities? What three words would you use to describe me?

## QUESTIONS FOR OTHER PEOPLE SERVING THE SAME TARGET MARKET

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1. What kind of additional support do you think people really need around [X topic that you help people with]?
2. Why is it important for someone to hire a coach/consultant/service provider to help them with this versus the alternative cheaper way?
3. What are the biggest problems you find people are facing in this area?
4. What is their biggest dream in this area?
5. What do you think they value most when making their decision when to invest or who to hire?
6. [If you have existing offerings, share them. If you do not have offerings, tell them about the service you are thinking about offering.]
  - Of what I shared, what would be most valuable to you?
  - What is least valuable?
  - What could I offer more of to make this package more valuable to you?
7. How much do you think someone would pay for this service?  
[Feel free to add in details about the format of your offering, if available.]
  - What would be the lowest reasonable number someone could charge who is just getting started?
  - What would be the highest number someone could charge who is a leader in their industry?
8. Do you think I've picked a good target market for the service I'm providing? If not, what might be a better target market? [Criteria: they would deeply value my services, and be willing and able to pay good money for it]