

# Welcome

This pack includes everything you need to complete customer interviews and find out the secrets to your success.

It is about finding out:

- What made someone look for your product
- Who your 'real' competitors are (not just those you think they are)
- What the buying process is
- Why people love your company

Listen. And Listen again.

And if you are wanting to use any quotes in marketing material, make sure you get permission at this point.

We recommend approx. 10 interviews in order to get the most from this exercise. Each interview takes between 15 & 30 minutes depending on how talkative your clients are.

- The email template gives you an outline of what you can send to your customers

Recording the interviews allows you to create transcript to review afterwards - it saves you trying to remember what everyone says.

It is really important when asking the questions that you take them back to the place pre-purchase with you - so the question 'what was going on in your life' & 'how has your life changed' whilst awkward is critical. You will be amazed as to the life stories you get.

- The questions are all outlined with space to fill in for each customer

Once you've completed the interviews, it's about looking for patterns.

- The summary sheet will bring everything together

Do feel free to use AI to collate & find the patterns should you need to. We recommend the Chat GPT - Marketing Expert for this.

Good luck!



# The Email Template

These are just a few examples that clients have used. Feel free to change as you like:

## Example 1:

As part of our ongoing commitment to our marketing/ customer service, we would like to do a short telephone interview with a few carefully selected clients who we believe will give some straightforward and honest feedback about what we deliver to you and anything more we could be doing.

We felt you would be an ideal candidate to do that and it would be fantastic if you can spare a few minutes over the next couple of weeks. We will guide you through a few key questions so there's no preparation needed!

If you are happy to be involved, let me know and we can find 15 minutes in your diary for a phone call at a time convenient to you.

Or if you would prefer to choose the time, please feel free to use this link.

## Example 2:

As part of our ongoing commitment to enhancing our customer experience and marketing, we're conducting short telephone interviews with a few select clients to gain honest, straightforward feedback on what we deliver to you and any additional ways we can support your needs.

I would really appreciate it if you could spare 15-30 minutes in the coming weeks to speak to us.

We will guide you through a few key questions, so no preparation is needed.

If you're happy to participate, please let me know & I can coordinate with you to schedule a 15-minute call at your convenience. Alternatively, please feel free to book a time directly using this link: <Booking Link - 30 minute call>.

Thank you for being a valued part of our journey. We look forward to your feedback, which will help us continue to serve you better as we grow our business.



# The Questionnaire

Remember, this is all about taking them to the place before they even knew you existed. It's very important to do this so that you can get full value from the questionnaire.

**1) Take me back to the day when you started thinking about looking for [category]. What was going on in your life?**

**2) What made you start looking for that solution?**

**3) What other solutions did you consider?**



4) Why did you decide to go with [Company]

5) How would you describe the change that happened? How has your life improved?

6) Is there anything you feel could be improved?



**7) Optional: What are you sick of hearing about in our industry:**  
(Helps to understand what not to say when promoting your business)

**8) Spare question: e.g. if you want to test out any ideas that might be coming up**

**9) Finally: What 3 words/ sentence would you use to describe [Company]?**



# The Summary

Use these sheets to summarise your findings. From this find the patterns. These will be your brand truths. Make sure you use these brand truths in your marketing 😊

General attitudes to your Sector: Use questions 2, 3, 4 & 7

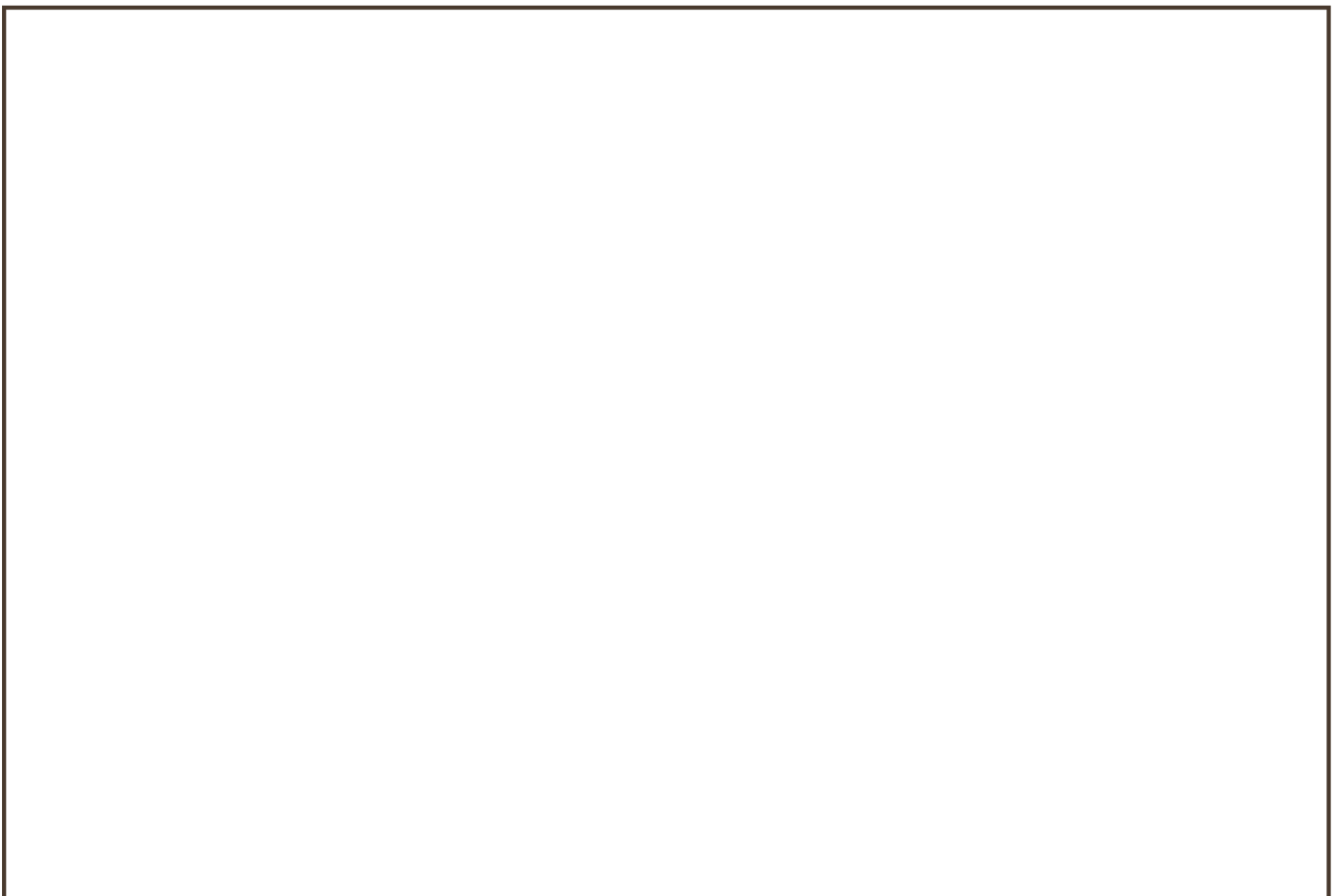
What their needs are: Use questions 1 & 2



How they found you & others: Use questions 2 & 3



Key Competitors & how they feel about them: Use questions 3 & 4





Why they chose your company & why you stand out? Use questions 4 & 5



Key words/ sentence to describe your company: Use the last question

Optional: Words & promises to avoid: Use question 7

# Thank you!

We do hope you have found this useful.

Don't forget that it's not just about the interviews, the real magic happens when you transform these insights into marketing that resonates and drives growth.

So make sure you do complete the summaries and then use them to:

- Create compelling marketing messages
- Produce consistent content that attracts similar customers
- Implement this across all your marketing channels

If you'd like help turning your customer insights into marketing that works, we'd love to chat.

At Your Marketing Department, we specialise in customer-led marketing strategies that deliver real business growth.

Our team can help you:

- Analyse your customer interviews for key themes and opportunities
- Create marketing messages that truly resonate
- Develop strategies that attract more of your ideal customers
- Implement consistent marketing that drives results

Want to explore how we could help?

Book a free Marketing Sense Check call using the QR code or email us on [hello@yourmarketingdepartment](mailto:hello@yourmarketingdepartment).



We can talk through what you've found out and explore how they could fuel your marketing growth.

No pressure, no hard sell - just a practical conversation about making your marketing work harder.