



50 WAYS TO TALK TO 5 PEOPLE

FOCUS Framework

In this exercise you're going to set the foundation for getting out of the building and interviewing your customers.

Problems it Solves

- Reduce your anxiety

Almost all of us have some anxiety around talking to strangers, especially when they are your potential customers.

Imagine I told you to interview five random strangers on the street. Imagine standing on a street corner with clipboard trying to convince people to stop and talk to you, as they rush by on their way somewhere more important. Imagine the rejection as person after person walks by, and how it only makes you more anxious to ask the next person.

This is what a lot of founders think they'll have to do when it's time to interview customers – I know I did.

Luckily, it doesn't have to be that way.

Let's change the scenario. Imagine instead of interviewing five people on the street, all you had to do was interview five people at a local Senior Center. In this scenario, instead of people trying to ignore you when you approach them, they actively turned toward you, smiled, and said hello. In fact, they're so eager to chat, they ask you the first question!

I promise you, when you find your early adopters, your interviews will feel much more like talking to a friend, than trying

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1 Customer _____ Problem _____
early adopter description hypothesized problem

2 List at least 10 "channels" where you'll find your early adopters:

1	9
2	10
3	11
4	12
5	13
6	14
7	15
8	16

3 Think of at least 5 more ways to use social media to find these early adopters:

1	6
2	7
3	8
4	9
5	10

4 Come up with at least 5 more ways to use forums and groups to find early adopters:

1	6
2	7
3	8
4	9
5	10

Grab your 50 Ways to Talk to 5 People worksheet