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INTERVIEW CHANNEL COSTING

In this exercise you're going to narrow the interview channels you brainstormed in the 50 Ways to Talk to 5 Customers exercise, down to the one, fastest, most efficient way for you to reach your customers.

Problems it Solves

- Find the fastest way to talk to your Early Adopters

In the last exercise you broadened your view to identify 50 different ways to talk to just five of your customers. Then you narrowed in on the channels you felt most comfortable starting with.

Now you're going to continue that narrowing process to find the one channel that will lead you to your customer interviews the fastest.

- Find the most efficient channel so you can move forward with confidence

Not only do you want this channel to be a fast way to get to get your interviews, you want it to yield valuable data. In this exercise, you will find the fastest channel that will also give you the best data for the problem you would like to solve.

Customer Problem	Days to Request #1 Interviews	Days to Schedule #2 Interviews	Days to Conduct #3 Interviews	Total	"Paying" to solve the problem: 1 = Likely 3 = Possibly 5 = Not likely	Channel Cost

You can find this spreadsheet in the FOCUS Spreadsheets Excel workbook



At the end of this exercise, you will be confident that your next step is the best step.

- It will help you **set expectations** about the actual time and energy it will take to get your interviews.