



# HOW TO ASK FOR INTERVIEWS

In this exercise we're going to talk about how you ask customers for interviews, and you'll put together an action plan for conducting yours!

## Problems it Solves

- Unsure how to ask?

If you're unsure how to ask for an interview, this exercise will teach you exactly how to do it.

- Increase your conversion rate

This exercise will teach you how to increase the number of people who actually say "yes" when you ask for an interview.

- Give yourself a timeline

In this exercise, you will outline a timeline that will help you keep yourself accountable and make sure that you get them done.

## How to Ask

You're going to learn two different ways to reach out to your customers:

1. Cold Contacts
2. In-Person

Before we move on, I want to mention why I would not recommend using "introductions" from friends and colleagues to get interviews.

### 5 INTERVIEW TIMELINE

1 Customer \_\_\_\_\_ Problem \_\_\_\_\_  
early adopter description      hypothesized problem

Primary Interview Channel(s)	I will _____ interviews by		
	request 30	schedule 10	conduct 5
<small>optional</small>			

  

Backup Interview Channel(s)	I will _____ interviews by		
	request 30	schedule 10	conduct 5
<small>optional</small>			

*Grab your How to Ask for Interviews worksheet.*