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.