



Creating The Flash Of Inspiration

Ask these questions and they'll help you figure out your Big Idea

Book some time with your best clients, perhaps take them out for lunch, and start a conversation about them.

Use the following questions as a framework, and tease out as much information as you can about what their life was like before you came along, how they found you, and how your business has solved their problem and helped them change their life for the better.

Don't talk much; just listen.

Record the conversation if you can—and make notes on your client's mood, levels of enthusiasm, and reactions.

As a bonus: these conversations will also produce exceptional testimonials for you.

Big Idea Questions

1. Before you started working with me, what was your big problem or goal? What pain was it causing you?

2. What was your main concern about buying from me?

3. Now you've bought my product/service/thing, what's life been like? Did you solve your problem? What happened?

4. What specific feature do you like most about this product/service? Why?

5. What are three other benefits of this product/service? What did they do for you?

6. Would you recommend this product/service to anyone else? Why?

7. Is there anything else you'd like to add?

Do not miss out the last question—you'll get some of your most valuable information from there. Now go forth and ask good questions!