CUSTOMER INTERVIEW SCRIPT AND NOTES

A ready-to-use interview script and a fillable notes page, so every conversation teaches you something.

TYPE: WORKSHEET REVIEWED: NOVEMBER 2026 TIME: 20 MINUTES PER INTERVIEW LEVEL: BEGINNER

AT A GLANCE

- Use the script below for **15 to 20 minute conversations** with people who fit your customer.
- Page 2 is a **fillable notes page**. Save one copy per interview.
- Why this approach works is explained in **I-03 Talking to Customers: Learning What They Really Need**.

Before the interview

- Choose people who fit your customer, not just friends. See **I-02 Who Is Your Customer?**.
- Tell them you're **learning, not selling**.
- Have the notes page open, or print it.

The script

Opening (1 minute)

"Thanks for your time. I'm learning how people like you handle [problem]. There are no right answers, and I'm not selling anything today. Is it OK if I take notes?"

About them (2 minutes)

1. "Tell me a bit about your [work, household, business]."
2. "How often does [problem area] come up for you?"

The problem (6 minutes)

1. "Tell me about the last time you dealt with [problem]. What happened?"
2. "What was the hardest part?"
3. "What did it cost you, in money, time or stress?"

What they do today (4 minutes)

1. "How do you handle it now?"

2. "What else have you tried? What didn't work?"
3. "Have you paid for anything to help? How much?"

Wrap-up (3 minutes)

1. "If you could wave a magic wand, what would be different?"
2. "Who else should I talk to about this?"
3. "Could I follow up when I have something to show you?"

> KEY POINT
>
> Don't pitch during the interview. If they ask what you're building, say: "I'd love to tell you at the end, but first I want to make sure I understand your situation."

After the interview

1. Fill in the notes page within an hour, while it's fresh.
2. Write down **exact quotes**.
3. Rate how painful the problem is for them, from 1 (barely) to 5 (urgent and costly).
4. After every 5 interviews, look for patterns.

Where to go next

- **I-03 Talking to Customers: Learning What They Really Need**
- **I-02 Who Is Your Customer?**
- **I-06 Testing Your Idea Before Spending Big**

IMPORTANT
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CUSTOMER INTERVIEW NOTES

Save one copy per interview. Fill it in within an hour while it's fresh.

Name	
Date	
Their situation (work, household, business)	

The last time the problem happened

The hardest part

What it costs them (money, time, stress)

What they do today, and what they've tried

What they've paid for, and how much

Their magic-wand answer

Exact quotes worth remembering

Who else to talk to

Follow-up: when and what

How painful is the problem for them? (1 = barely, 5 = urgent and costly)	