

10 Tips to Remember

DOs

DON'Ts

1

Go in prepared. Know your goals and questions ahead of time.

Don't have an endless list of questions.

2

Be smart about who you target. Work from your hypotheses on market and early adopters.

Don't take a shotgun approach, talking to anyone with a pulse.

3

Talk to one person at a time. If you bring a note taker, they should remain quiet.

Don't do focus groups.

4

Prepare yourself to hear things you don't want to hear.

Don't let your excitement and optimism bias what you hear.

5

Get stories on past behavior.

Don't ask people to speculate (i.e. "would you pay for X?")

6

Ask for advice.

Don't pitch unless you actually try to close for real money.

7

Listen. 95% of the conversation should be them talking.

Don't talk so much, and don't be afraid of silences. Let them think.

8

Follow your nose and drill down when something of interest comes up.

Don't feel like you have to rigidly stick to a script.

9

At the end of the interview, ask for introductions to more people to speak with.

Don't leave empty handed if you can help it.

10

Look for patterns and use judgement.

Don't take any one conversation literally.