# 10 Tips to Remember

## DOs

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

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

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

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

5. Get stories on past behavior.

6. Ask for advice.

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

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

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

10. Look for patterns and use judgement.

## DON'Ts

1. Don't have an endless list of questions.

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

3. Don't do focus groups.

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

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

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

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

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

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

10. Don't take any one conversation literally.