

DON'T ASSUME. ASK.



Find out what the problems are and where the opportunities lie.

Do they struggle with this problem?

How it's affecting them/their business (their pain)?

How much does this issue cost them?

How have they tried to solve it in the past?

What would a perfect solution to this problem look like?

What does life without this struggle look like?

Describe a no-brainer solution you would invest in?

What would prevent them from investing?

Anything else I should know?

Anybody else I should talk to about this?