

# *Startup Success*

## LISTEN TO YOUR AUDIENCE

*THREE METHODS*

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MODULE 4 // Product Selection

## #1 Answer Their Questions

What are the most common questions your current customers are asking you?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_

What questions do you regularly receive on your blog or social media posts?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_

What questions do people ask in FB groups or forums that relate to your niche?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_

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## #2 Poll Your Audience

Where to poll your audience:

- > Facebook groups
- > Youtube community
- > Twitter
- > Email list
- > Instagram
- > Videos

What should you ask?

What are your biggest struggles with \_\_\_\_\_  
\_\_\_\_\_?

What's holding you back from \_\_\_\_\_  
\_\_\_\_\_?

What are your biggest goals for \_\_\_\_\_  
\_\_\_\_\_?  
?

Which are you more interested in?  
\_\_\_\_\_ or \_\_\_\_\_

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## #2 Poll Your Audience

(continued)

Which is more important to you?

\_\_\_\_\_ or \_\_\_\_\_

Would you rather hire someone to

\_\_\_\_\_ for you,  
or learn how to do it yourself?

If you wanted to \_\_\_\_\_,  
would you prefer to read a book about it, have  
someone teach you, or hire someone to do it for you?

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## #3 Study Your Statistics

Where does your content reach the most people?  
(perhaps on your blog or a specific social media platform)

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Which have been your most popular pieces of content on that platform?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Which pieces of content have received the most positive feedback?

1. \_\_\_\_\_
2. \_\_\_\_\_

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## #3 Study Your Statistics

(continued)

What end results likely motivated your audience's interest in these pieces of content? \_\_\_\_\_

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Who are your biggest competitors online?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

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## #3 Study Your Statistics

(continued)

Which are their most popular pieces of content?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

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## #3 Study Your Statistics

(continued)

What end results likely motivated their audience's interest in these pieces of content?

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_