



# MUST-ASK SURVEY QUESTIONS

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## Content

*Answers to these questions will help you understand WHY your audience wants to learn about what you're teaching.*

What excites you about learning more about [insert your key topic]?

What are the goals that you hope to accomplish after learning about [insert your key topic]?

What's going on in your life that's causing you to consider mastering [insert key topic]?

## Competitors

*Answers to these questions will help you find out what/who are your competitors and also, get clear on your competitive advantage.*

What are you currently using to learn about [insert your key topic]?

Which courses/podcasts/tools have you used to learn about [insert key topic]?

What frustrates you about the current resources available to you for learning about [insert key topic]?

## Struggles

*Answers to this question will show you the struggles your audience is experiencing.*

What challenges/frustrates you the most when learning about [insert your key topic]?