

Interview Questions To Uncover Pain Points

Ask Surface Question

Write answers and listen for emotion or feeling language

Q-1 What are your 3 biggest challenges/concerns for...

- Family
- Career
- Future
- Financial health
- Physical health
- Work/Life balance
- Mental/Emotional health

Q-2 Of all these challenges/concerns which are the top 3 priorities you're most concerned about

- 1.
- 2.
- 3.

Ask Why 5 times:

Why is that important to you?

Q-3 Which of these challenges/concerns are you most motivated to change?