

How to Use the Interview Strategy to Put Money In Your Pocket

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Thank you for purchasing this Interview template, I am confident that you will be able to come up with many creative ways to use these questions within your own business, as well as any clients you take on for yourself.

To make it easier for you to get started right away, I want to provide this quick little tip sheet of ways to profit and use the interview questions to increase your own sales and results.

Here they are (and how I use this interview myself!):

1) Use the interview as a "connecting" step between the initial meeting and brainstorming what ways you can market the business online.

After the initial meeting or presentation with an offline client, they will typically ask "what next?" or "how much will this cost?"

At this time I tell them the next step is actually to sit down and do a Target Market Analysis Interview with them.

I inform that that my team does not actually work with every business we meet, and this interview will allow both parties to have a clear understanding of what their target customers desire, but also allow me to see whether their business is a suitable client that we can provide the best results for.

This works in two ways:

A. Shows them that you aren't just gonna sell them something they don't need, **but will actually take the time to learn about their business**, which will not only make marketing their business much more effective, but will allow for a better online marketing strategy blueprint later.

B. Puts you back in a power position, basically telling THEM they need to qualify to get your assistance, and that you don't just work with just any business.

2) Use the interview as a stand-alone product (I charge \$497)

Basically you can either provide this a "prize" that people can win (i.e. A Free Target Market Analysis Interview valued at \$497) or you can bundle it as a bonus with another product or online marketing service you provide.

Don't underestimate the value of this interview, as I said in the video, every business owner I have sat down with has asked "Where were you before!?"

Most businesses don't actually take the time to truly understand who their target market is, or what they truly desire and need. By providing this clear focus you allow

the business to truly structure its services and marketing in the most appealing way possible.

3) Use the answers on the interview as the basis for your marketing services

For example you can create 30 - 60 second videos on specific benefits provided by using the business, or customer testimonials showing what others experienced using the service.

You could create a brief video featuring the business owner or one of his representatives discussing why they created their service, and have them relate to the worries or fears to what their customers might be feeling.

Better yet, have the speaker actually bring up some of the objections a customer might have and answer them in the video, this truly will help make their target customers feel like the business truly understand their needs.

Another strategy you could use is take the answers from Question #11 (what the customer is interested in) and setup their business' twitter accounts to provide tips and information from those same interests... not only will it keep existing customers interested, but may also bring in additional leads from those interested in the tweets being shared!

This also applies to email campaigns being sent out, and possibly free giveaways...or better yet...joint ventures with businesses with similar client interests!

So there you have it, three quick tips to start making money right away using this interview template!

If you have any questions, or feedback, feel free to drop me an email:

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Take care, and have fun!

~Dexx