



Offer Validation Calls Cheat Sheet

- Only validate product, service, or course offerings through 1-1 calls.
- Record your calls using Tape-A-Call or any app you prefer
- Have the calls transcribed for .10 per minute at Rev.com
- Request 10 to 12 calls to be able to complete 5 to 6 calls (or stop when people start repeating the same things over and over

Suggested Conversational Questions

- Tell me about your (your topic or their experience around your topic) as it looks right now today.
- When did it start? Or when did it become a problem you wanted to solve?
- What does a typical “experience or day or week in the life” look like for you (related to your course topic)?
- What’s your favorite part of that experience or day/week?
- Your least favorite? (What sucks?!)
- What are your biggest frustrations (related to your course topic)?
- Why do you think this has been a struggle for you?
- How long has this been a struggle for you?
- Has anything been holding you back from taking action? [If yes] What?



Suggested Conversational Questions Continued

- What have you already tried that has not worked?
- If I could wave a magic wand and get you're the results you are after, what would that look like?
- How would you **FEEL** if this challenge was figured out for you?
- If I could wave another magic wand and create a product that would solve this (topic/pain) perfectly for YOU, what would that look like?
- Have you ever purchased a course or services related to (their pain points)?
- [If No]** What's stopped you from investing in this further? If you were to purchase a course that promised you results in the area of (fill in the blank), how would you like to be taught?
- [If Yes]** Were you able to complete the course? [If No] What interfered with you finishing the course?
- What did you pay for the course?
- What did you find valuable about the course? What did not work for you about the course?
- What is the single biggest reason you would purchase a product/service like this?
- Where do you spend most of your time online? (FB, Instagram, Twitter, Google search, Email?)
- Who do you follow on social media? Why? Guilty pleasure? Business? What do you like about them?
- Additional question: