

# Customer Research Questions

WHAT TO ASK YOUR CUSTOMERS IN ORDER TO CLONE THEM  
(AND MAKE MORE MONEY)

Sure, you might be in the habit of getting customer feedback when it comes to improving your product or platform.

**But do you regularly ask for customer input to write better marketing materials? Namely, your website?**

I bet that you skip this part and rush straight to the marketing.

Let me tell you, all the best results I've gotten for clients have stemmed from customer research. Market research and competitor research are certainly important, but when it comes to increasing website conversions nothing is as powerful as knowing why your current customers started paying you money in the first place. Once you know that, you know what to say to get more paying customers. Without further ado, here are 10 questions you should ask as many customers as possible (at least 10, certainly no more than 1000) to find out the secret weapons that—along with some intelligent tweaking and testing—can really ramp up your conversions.

# 10 CUSTOMER SURVEY QUESTIONS TO INCREASE REVENUE

- 1.** How did you discover PRODUCT NAME and what made you decide to try it?
- 2.** What happened when you tried PRODUCT NAME that you made you convinced it could help you [run your business better / OUTCOME]?
- 3.** What tasks can you achieve with PRODUCT NAME?
- 4.** How were you handling all of these tasks before?
- 5.** What worked and didn't work about your old way of doing things?
- 6.** How has PRODUCT NAME impacted your long term goals and overall performance?
- 7.** What feature(s) of PRODUCT NAME could you not live without?
- 8.** How do those features make your life better?
- 9.** Can you think of a specific time when PRODUCT NAME really impressed you and helped you? What happened?
- 10.** What are some of the unexpected benefits and results of using PRODUCT NAME?

Totally painless, right? These questions are so badass, your customers will love answering them. Well...maybe that's a stretch. Not everyone will complete this survey. The people who do answer will be handing you pure gold. You'll know what they love most about your product, why they pulled the trigger initially, and why they still use it to this day.

Never assume that you know what your customers will say.

Not only will you learn something new from this survey,

you'll hear what customers have to say *in their own language*.

That really is marketing gold,

**AKA top line revenue.**