

OVERVIEW

Niche Interview Plan

Test your niche with 20-minute conversations before you bet on it.

CLIENT / NAME

COACH

SESSION DATE

P Purpose

Design a short, respectful interview you can run with 5-8 real people to validate your niche before building offers around it.

W Why this matters

One week of interviews saves six months of building the wrong offer. Real sentences from real people become the exact language your website and discovery calls will use.

1 Who to ask

Work here

List 8 people close to your niche: past clients, warm prospects, referrers who hear the problem often.

2 The invite script

Work here

Write a two-sentence ask that makes it easy to say yes: what you want, how long it takes, what they get.

3 Five core questions

Work here

Draft the five questions you will ask every person, worded to invite stories, not opinions.

4 Listening rules

Work here

What will you NOT do in these interviews? (Sell, correct, advise.) Commit in writing.

5 Capture format

Work here

Choose where the answers live — one note per person, quotes marked word-for-word.

R Read it back

READ-BACK

Read your five questions. Do any of them hint at your solution? If yes, rewrite them until the client could answer without knowing you coach.

YOUR NEXT MOVE

Book the first two interviews this week. Use Tool 12 (Client Language Bank) to capture the exact words you hear.