



# Spotlight Your Brilliance Interview and Messaging Bonus Guide

This guide will help you use the **Interview Questions Bonus** to get a deeper understanding of what you and your business bring to the work you do with clients.

The questions are designed to take people slowly and more deeply into the emotional impact your work had on them. In a business setting, most people will answer based on their rational, objective, and expected thinking. Getting beyond that to the human side of their reaction takes time to build trust and to open people up. Generally, about 80-90% will start to answer more freely by the 3<sup>rd</sup> to 5<sup>th</sup> question.

## Keep The Conversations Confidential.

If you have someone else asking the questions, have them let the client know that their responses will be given, but their name will not be associated with the content of their responses. This is why I mention later that you'll actually get better results if someone else trained in this kind of emotional questioning does the work for you.

## The Order Of The Questions Counts

The order in which you ask the questions is relatively important. Sometimes, the conversation veers off to cover a subsequent question. That's fine. Try to go back and capture the intervening questions if that makes sense for completion of the full range of impact.

## This Is A Conversation Not A Survey

Above all, this is a conversation not a survey. The questions are a guide to moving the conversation forward. Imagine a spiral and you're taking the person on a journey deeper into the center of the spiral. Sometimes the questions sound the same but are a different side of the spiral. All the questions make a contribution to getting you to the heart-centered space of your client, if that's possible for this person at all. (If they're part of the 10+% that just won't go there, learn what you can and leave them feeling great.)



The main difference between doing this as a survey versus a conversation involves follow up questions natural to a conversational approach: What do you mean by that? How does that feel? What did you most like? What else would you say about that? Can you give an example or a story of how that looked? If you treat this like a survey you will not get the full value. Period. Full stop.

## Delegating The Conversation To Someone Else

If you delegate this to an untrained assistant of some kind, you will not get the value. If you delegate this to a research professional unfamiliar with this approach, YOU will not get the full benefit. That doesn't mean you can't get someone else to do this work for you. In fact, you'll get better results if your clients are talking to someone else and not you AND they trust that person. That means training someone on how to do THIS kind of conversation can work to get you fabulous results. Training an assistant or peer or staff all works. I hope to offer that training in the future. In the meantime, I do this work for clients and there's this guide for you.

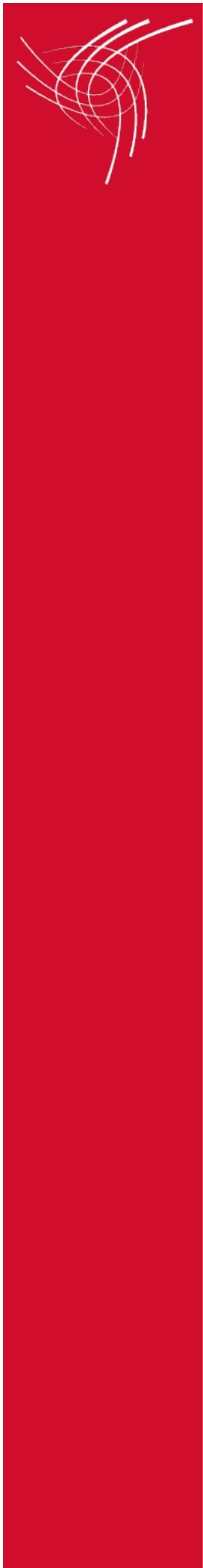
A key piece of what makes this so effective is to be genuinely curious. If you've ever listened to a Terry Gross NPR interview you'll know what I'm referring to. Whoever you have doing this work, make absolutely sure they care enough to be genuinely curious about the person they're in conversation with.

## Nuts and Bolts

I schedule 30 minutes and if the person is fully engaged and enjoying the conversation I may ask if they have time to extend our session. If the person is not responding well, I ask the most critical questions and close the interview, sometimes at 15 minutes.

I do these by phone or Zoom. I do not do them in person. I think people are freer with what they say when they aren't with the interviewer. On Zoom they could have video turned off or call in.

I take copious notes or take a transcript. My objective is to capture the **exact words** they use so that we can reuse them in messaging. Getting those down is imperative. **No interpretation by me at all.** The only time I interpret is when I'm looking across all the interviews and seeking common threads.



I keep everything strictly confidential from my clients. Everyone wants to play the game of figuring out who said what – I don't acknowledge or participate in that game.

## Close With Gratitude

When you feel you've reached completion in the conversation – I try to keep these to ½ hour – then ask the final question to see if there's something you've missed. Then express authentic gratitude so that the person feels heard, 'seen', and understood. This just by itself has a significant positive impact on the client relationship (I speak from first hand experience). One of the most important gifts you can give a human being is to listen with curiosity and acknowledge with understanding and gratitude – much has been written about this in psychology, religion, and philosophy.

## Why This Conversation Is Important

Having an appreciation for how the work you do affects your clients on an emotional level gives insight into how you make a difference uniquely that you can act on in a variety of ways:

- Engage in more of the work that your clients deeply appreciate
- Build more offerings around the type of impact you're already making
- Highlight the difference you make for people
- Apply the words your clients use to describe you directly into the copy you write for your business: emails, website, and more.
- Extract testimonial quotes that get at the heart of what your contribution is to clients

Above all, enjoy the process and take time to absorb the responses.