



CUSTOMER RESEARCH

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Ask 12 people these questions, put the most common answers in each box. This will give you insight into what kind of Freebie to create.

What's your biggest challenge/problem when it comes to [industry]?

What is your goal for your [industry]? What do you want out of it?

How would it feel if this problem was gone?

What have you already tried in this area? What frustrations did you have?

What are your biggest goals in your business right now? What do you want to change this year?

