

**A DON'T
BE BORING
TEMPLATE**



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10 Great Questions to Ask Your Customers and Clients

Finding out what people think of your business is an important part of understanding value, developing your brand and finding your route to success. You can use all or the some of the questions below to do this. If you want to see what they might look like in a Google form, here's one I prepared earlier: <https://forms.gle/rdsqo5qzS2z4dmTv8>

- Why do you work with this business? (e.g., expertise, convenience, reputation, personal connection, etc.)
- What do you get from working with this business? (e.g., results, peace of mind, support, cost savings, etc.)
- What was your first impression of this business?
- What do you think this business does best?
- What could this business improve or do differently?
- How would you describe this business to a friend or colleague?
- What makes this business different from others you've used or considered?
- What problem does this business solve for you?
- What do you value most in your relationship with this business?
- Is there anything you wish the business understood better about your needs or goals?