



Strategy Brief Tutorial

Watch this quick video to learn how to effectively submit your strategy brief and get the most out of the interview question banks.

Reminder: You can use this as many times as you'd like in this project. It's not just one and done.

Interview Question Bank

Core Discovery – Universal Intake (Enhanced Conversion Machine)

- What does your business do, in one sentence?
- Who is your ideal customer?
- What specific problem do you solve for them?
- What result or transformation do they want most?
- What exactly are you selling them?
- Why should they choose you over someone else?
- How do customers usually find you?
- What do you want them to do when they find you? (Book call, buy, etc.)
- How do you usually make the sale? (Call, form, website, in person?)
- What makes people hesitate or say "no"?
- Do you have any reviews, testimonials, or proof?
- What's your biggest goal right now?

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