

# Finding interviewees externally



LECTURE  
SUMMARY

## Covered in this lecture:

Where to find people to interview when you are in the pre-product phase

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*Taught by:*



### ► 1. LinkedIn

- this works if your target customers are defined by a certain job, location, or education
- search for the specific job you target
- the results include your connection and your connections' connections
- contact them: >> inmail (paid option)  
>> connect with them and message them (free)

### ► 2. Forums

- these are places where people talk about their interests or their problems
- >> Reddit.com - subreddits for everything
- search the website
- search through Google - site:reddit search term
- >> Quora.com
- look for specific topics or groups of questions and look at the people that are constantly replying in them
- if they fit your target demographic, contact them

### ▶ 3. Twitter

- people are self-identifying with things they like and they complain about what they don't like
- search for phrases people might be saying
- contact the ones who match your target group

### ▶ 4. Your competitors

- go to their social media pages and see who is engaging in conversations there
- see who is commenting on their blog
- contact the most active people

*See you next lecture!*