What do we want to learn from these guys? 1/ Prepp Good questions Update your beliefs 5/ Review with and plans and DO: your team decide on next three - Talk less and listen more big questions - Ask about specifics in the past - Talk about customer life - Avoid bad data Don't: - Fish for compliment Expose your ego - Be pitchy Be too formal 4/ Meet your Ask good questions customer which pass The Mom Test

Customer own the problem (you and 2/ Choose your team own the solution) customers

3/ Ask for the interview

The only thing people love talking about more than themselves is their problems.