



# Seven Interview Questions that Yield Juicy Answers

Want questions that inspire way more than a “yes” or “no” answer from your client, and instead get them lots of great details? Here are the seven questions I ask in every case study interview that **always result in eye-opening insights, testimonial-worthy quotes, and behind-the-scenes intel**. Please tweak each question to meet your specific needs!

1. What challenges were you experiencing in your life or business that led you to look for [insert your offering] as a solution?
2. What was at stake for you or your business because these challenges were present?
3. Why did you believe working with me was the right solution for you?
4. What aspects of our work together did you benefit from the most?
5. What results (both tangible and intangible) have you experienced because of our work together?
6. What have those results meant for your business or your life?
7. If you were referring my solution to a friend of yours, how would you sum up its value if you could only pick one or two things to say?