

Ultimate Feedback E-mail

Goal: Get real world feedback on the program, product or service you are offering from actual prospective customers. Feedback is critical to creating what customers actually want and will pay for. You will get huge breakthroughs from your customers and they will help you to co-create your offering, and some will turn into buyers.

Who to send this to: past buyers, past clients, current clients, referral partners, trusted colleagues and peers. These will be your best bet, but after you exhaust those sources then you can start reaching out to people in your target market.

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3-Word Subject: Can we talk?

E-mail Body:

NAME,

(PERSONAL--if it has been a while, say so.)

I really need your help on something and I immediately thought of you.

I am knee deep working on _____, which is my program to help _____ to do _____. (i.e. "my program to help service professionals to create more streams of income and stop trading time for dollars" - *Fill in your specifics here*) and I would love to hear your perspective, because I am too close to it.

Would you be open to a 15-min quick chat about your experiences?

If you are swamped right now I completely understand.

I can't wait to hear from you and reconnect. Of course I want to hear what is new and exciting with you also!

Take care,

- YOUR NAME

Your title

Your phone number