

Intro (2–3 minutes)

"Hey [Name], thanks a ton for making time to chat with me!

I'm working on improving my personal training service and building a website to help more people find the right fit — and I'd love to hear about your experience.

There's no pressure here — I'm just curious to learn what's working, what's not, and how I can make things better. Be as honest as you like, seriously — I really appreciate it.

It won't take too long, maybe 30–40 minutes tops. Sounds good?"

(Let them respond or ask any questions.)

Interview Questions (Flow)

1. Warm-up: Background

Purpose: Build trust, ease into the conversation, and understand their starting point.

- **Can you tell me a little about yourself?**
 - Goal: Helps Vili understand lifestyle, daily habits, and possible training constraints (especially for office-working women).
- **How did you first hear about Vili?**
 - Goal: Identify key referral channels and where visibility is working.
- **What made you decide to look for a personal trainer at the time?**
 - Goal: Reveals emotional triggers or life changes that led to seeking help.

2. Motivation and Needs

Purpose: Understand their goals, expectations, and what attracted them to Vili.

- **What were your goals when you started working with Vili?**
 - Goal: Clarifies what success looks like to them.
- **What motivated you to choose Vili over other options?**

- Goal: Surfaces Vili's perceived unique selling points.

3. Experience, Expectations, and Missing Values

Purpose: Gather feedback on overall experience and surface unmet needs.

- **On a scale of 1 to 10, how would you rate Vili's training and consultation so far?**
 - Goal: Broad view of what's working or not; opens the door for specifics.
- **What parts of the service do you feel are working well and should stay the same?**
 - Goal: Identifies core strengths Vili should preserve.
 - **Prompt if they're stuck:** *This can include how the sessions are run, communication style, personalization, etc.*
- **Was there anything you were hoping for but didn't receive or felt was missing during your experience?**
 - Goal: Surfaces any unmet needs or surprises that impacted satisfaction.
 - **Prompt if they're stuck:** *"This could be something small, like clearer instructions between sessions or more check-ins."*
- **When did you first realize that something might have been missing or different from what you expected?**
 - Goal: Pinpoints critical friction points (e.g., during onboarding or long-term support).
- **On a scale of 1 to 5, how important would it be for you to see that missing element improved or included in the future?**
 - Goal: Helps prioritize potential service updates.

4. Service Delivery and Communication

Purpose: Assess clarity, support, and Vili's coaching style.

- How do you feel about the way Vili explains instructions or training plans?
 - Goal: Identifies if content delivery is accessible and clear.
- How do you find the communication between you and Vili? (timing, method, clarity)
 - Goal: Reviews ongoing support and responsiveness.
- At any point during the training process, did you feel confused or uncertain about anything?

- Goal: Highlights gaps in guidance or information.
- When you first started, did you feel you had enough information about what the service includes?
 - Goal: Checks onboarding and whether expectations were clear.
- Was there anything that was advertised but not delivered as expected?
 - Goal: Finds hidden friction from miscommunication or assumptions.
- Is there anything you'd improve in how Vili interacts or supports you?
 - Goal: Opportunity to tweak tone, availability, or formats used.

5. Pricing

Purpose: Understand perceived value and pricing sensitivities.

- How do you feel about the value you're receiving compared to the price?
 - Goal: Reveals value alignment and whether clients feel it's worth it.
- Is there anything that could make the service feel even more valuable to you?
 - Goal: Surfaces opportunities to enhance perceived ROI (e.g., future offers, extra resources, follow-ups, or flexibility).

6. Referrals and Reputation

Purpose: Learn what motivates word-of-mouth and how to support it.

- If a friend asked about Vili, what would you say?
 - Goal: Reveals real-world perception and language people use to describe the service.
- What would make you more likely to recommend Vili to others?
 - Goal: Finds motivators or gaps in refer-ability (trust, proof, convenience).
- What could make it easier for you to refer to someone? (e.g., referral program, easy links, etc.)
 - Goal: Taps into low-effort ways to expand reach.

8. Written Feedback

Purpose: Collect testimonials for the website and social proof.

- Would you be willing to provide a short written testimonial about your experience?
 - Goal: Gauges willingness to help; ties into future marketing.
 - (If yes) "Awesome — I've got a quick form for it, I'll send it right after this."
 - Link <https://forms.gle/oyJH5MUxQke73yBm9>
 - (If no) "Totally fine — I still really appreciate your time."
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Transition to Testimonial (at the end)

"I really appreciate everything you've shared — it's super helpful.

If you're up for it, I'd love to include a short testimonial from you on my new website. Nothing fancy — just a few sentences in your own words about how it's been working with me."

Outro (closing)

"That's all from me! Thank you again — hearing your honest thoughts makes a huge difference, and it helps me improve what I do.

If anything else comes to mind later, feel free to message me. Have a great day and see you soon!"