



Centers-of-Influence (COI) or Market Research Interviews Summary of Findings:

[Note: You will want to finesse this for when you present it to your COIs and include more context about your interviews and what you discovered. This will help you outline the important things to include in that]

Section One - Executive Summary

This will include:

- You goal & objective of meeting with the Centers of Influence. For most of you that will be to deepen your understanding of the needs, challenges and desires of your Ideal Client.
- How many interviews you did to help meet your objective. Talk about the variety of COIs you met with to help you hone in on your objective
- How you have used this information to forward your movement

Section Two - Changes/Challenges/pain facing your niche that you may help solve/heal as well as their deepest desires that you will help them achieve.

You could potentially split this into two (or more sections). Start with bulleting these out in priority order. Only include the areas that YOU want to include in your Sweet Spot or will address with an Expert Team Member

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Section Three - The best ways to market to members of the niche(Optional).

You may have not discussed this with every COI you met with so it is a great opportunity to get curious and see if they have anything additional to add when you meet with them

1)

2)



- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

Section Four - Where your niche communes that you could leverage (optional).

You may have not discussed this with every COI you met with so it is a great opportunity to get curious and see if they have anything additional to add when you meet with them

- 1)
- 2)
- 3)
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Section Five - What you learned about others in the market that do what you do and how you may differ from them and where you overlap:

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- 2)
- 3)



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Section Six -Other Trends you noticed that you think impact the work that you do within this niche

Section Seven – The Process you have developed (and accompanying tools) to help address the Sweet Spot you’ve identified.

You will want to outline this in order to get feedback from your COIs and get feedback from them to insure what you are creating has resonance for your audience. It can be helpful to even show this as an illustration or visual

Section Eight – Conclusions and Next Steps

This allows you to sum up what you learned, how you will use it, and the next steps you are taking to forward your business in your niche area. Again, this is an opportunity to get their feedback on the resonance on what you are doing, and allow you to ask important COIs if they would be willing to be on your (in)formal Advisory Board and/or if you could go to them periodically for feedback or brainstorming.