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7 PLACES TO FIND EARLY CUSTOMER CONVERSATIONS

TO HELP YOU FIND CUSTOMER-PROBLEM FIT



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#1 Your Network

START HERE. MAKE A LIST OF PEOPLE IN YOUR NETWORK THAT MIGHT HAVE THE CONNECTIONS TO YOUR TARGET AUDIENCE.

ALWAYS ASK FOR AN INTRODUCTION AT THE END OF A CONVERSATION SO YOU CAN CONTINUE TO FIND WARM CONNECTIONS.



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#2

Cold Outreach

COLD CONTACTS ARE HARDER TO FIND BUT POTENTIALLY MORE VALUABLE AS THEY'LL BE LESS LIKELY TO GIVE YOU FLUFFY RESPONSES.

KEEP THE ASK SMALL (10-15 MINS) AND LET THEM KNOW THE CONVERSATION IS FOR RESEARCH.



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#3 Events

FIND EVENTS (IN-PERSON OR VIRTUAL) THAT YOUR CUSTOMERS MIGHT ATTEND.

CHECK OUT WHICH SESSIONS ARE MOST ATTENDED AND WHAT TYPES OF QUESTIONS ARE COMING UP DURING Q&As.



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#4 content

IT'S NEVER TOO EARLY TO START CREATING CONTENT FOR YOUR AUDIENCE.

BLOGS, PODCASTS, OR SOCIAL MEDIA POSTS ARE ALL GREAT WAYS TO DEEPEN YOUR UNDERSTANDING OF AN AREA AND MAKE INTERESTING CONNECTIONS.



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#5 Communities

**MOST CUSTOMER BASES WILL HAVE COMMUNITIES
YOU CAN JOIN.**

**SPEND TIME CONTRIBUTING IN THEM BY PROVIDING
IDEAS/THOUGHTS/FEEDBACK. OH, AND NO
SELLING/PROMOTING YOUR PRODUCT!**



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#6

Incentives

SOMETIMES IT TAKES AN ADDED INCENTIVE TO GET PEOPLE TO RAISE THEIR HAND.

WHETHER IT'S A SMALL GIFT CARD, AN HOUR CONSULTING SESSION, FREE ACCESS TO YOUR PRODUCT, THERE ARE MANY WAYS YOU CAN FIND THE RIGHT INCENTIVE FOR YOUR AUDIENCE.



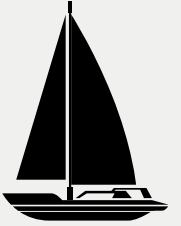
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#7

Random Encounters

CUSTOMER CONVERSATIONS DON'T HAVE TO BE A FORMAL, 30-MINUTE SIT DOWN.

EVEN AN IMPROMPTU, 5-MINUTE CHAT WITH THE RIGHT PERSON CAN REVEAL VALUABLE INFORMATION. SO BE READY WITH KEY QUESTIONS YOU WANT TO ASK!



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What's missing?

**Drop your favourite place to
find customer conversations
below.**

