[Business Name]

Conducted on: [date]

Location: [location]

By: [your name]

Discovery Group

Discussion guide

**Objectives:**

The objective of this focus group is to gather general perceptions, descriptions of needs and overall views of individuals that are [target market]. This information will be collected in an anonymous nature as the information collected per individual is not as important as the collective views of the group as a whole.

The information gathered in this focus group will be utilized by [Advisor’s Firm] to further develop a business plan that will incorporate the findings from this study. For example, if a certain topic is found to be very important to [target market], then [Advisor’s Firm] will research the possibility of creating special solutions to address that topic.

**Rules:**

1. We ask that all discussions remain friendly and all participants respect each other’s opinions. Remember, in a focus group like this…ALL answers are correct!
2. Due to the limited amount of time, we ask that you try to keep comments, observations and feedback limited to the topics being covered. Please excuse the facilitator if during the conversation they steer you or others back on topic.
3. We are more interested in your opinions as they apply to <<Target market >> than about your specific situation. If you wish to share personal experiences you are welcome, but it is not necessary.
4. We will be recording this meeting simply to make sure that we do not miss any of your comments or feedback. If there is anyone who objects to this, please let me know.
5. We ask that you remain for the full 60 minutes, as at least that much time will be needed to cover the topics fully.
6. If you need to use the lavatory, please excuse yourself and leave your materials in the room and come back when you are able.

**Welcome and Introductions**

**Discussion Topics:**

1. **What do you believe the biggest need of [Target Market] is?**
2. **What is the least of their needs?**
3. **What is it that keeps [Target Market] up at night?**
   1. What is their biggest short-term worry?
      1. Is there a solution?
   2. What is their biggest medium-term worry?
      1. Is there a solution?
   3. What is their biggest long-term worry?
      1. Is there a solution?
   4. What worries them about their family?
   5. What worries them financially?
   6. What is the least of their worries?
   7. Do you think it differs by age group?
   8. Do you think it varies from male to female?
   9. Any other comments?
4. **What is it that frustrates [Target Market]?**
   1. What is an everyday frustration?
   2. Are there any institutions that frustrates them?
   3. Are there tasks that frustrate them?
   4. If they could have somebody do the task, they liked the least, what would that task be?
   5. If somebody could wave a magic wand, what is it they would like either eliminated or created to make their life easier or better?
   6. Is there a piece of mail that frustrates them?
   7. Is there a time of year that they dread?
   8. Any other comments?
5. **What is it that [Target Market] most desires on the whole?**
   1. What do they dream about?
   2. What do they want for their families?
   3. What kinds of things would be in their “before I kick the bucket” lists?
   4. What do you think they would typically do if they had won a $10 million?
6. **What is my industry not doing that it should be doing?**
7. **What is my industry doing that it should be doing more of?**
8. **What is my industry doing that it should not be doing?**

**Summary of the Main Points:**

* **Worries of [Target Market]**
* **Frustrations of the [Target Market]**
* **Dreams of the [Target Market]**