**Observations/Information:**

Interviewee #1: Denise Bermúdez

**Interviewee #2: Francesco Nistri Carbone**

Notes:

-Certified life coach

-**Coaching:** Don’t need to know subjects you are talking about

**-Mentoring:** Must know what and have an aera of expertise in the area you are working with your customer.

-Coach after explaining, goes into “Coaching” mode and how to move forward. Don't need to be an expert. Just have to know how to coach

-At least 15+years of experience to be in the definition of a mentor. Business mentor with have 15+ experience. Is a coach in everything else

-35 years in costs rica and has a large network and a blog and newsletter

-VVCR and Francesco don’t believe in posting frequently. He believes in valuable posting and must have a strategy.

-Life coaching is longer processes. -Business coaching is more precise. They usually comeback and they usually have already sold their product.

Goes to networking events and in networking groups.

-Coaching is a trust business

-He is flexible

-So a lot of mentors seem to already have a network and recommendations. It obviously took time to build the network. How did you startoff and get your first client? (Can be a cold start question.

-”Trust business” if anything happens, it’s in the beginning.

-40-45%=internet, 60-65%=recommendations

New question? Just for insight.... What is the total number of clients that you have? Maybe do ranges? Is this question too personal? Ex: over 10,over20,0ver 30,0ver 40

-Tell people what you can do in your profile

-Not a lot of fun or pictures

-Paperwork isn’t big for him. Most is fieldwork.

-Very flexible but can see it happening.

Analysis: both mentors get mouth to mouth recommendations. It seems like most mentors are getting clients through word of mouth.

-Wants straight business, doesn’t want pictures of dogs and family

-wants straight solutions in profiles. Talk about what you solved

-Platform that is more “Customer centered”-What the customer wants

-Talk about solution

-Idea on hub: when clients are looking for mentors, they can message the top 3 mentors and ask them to make quick 5-minute videos on why they would be a good match. However, Francesco did emphasize on the person-to-person contact being the best method

-Include the processes to the solution in your profile.

-Likes the idea about videos

-Talks about what he can do for people, the more specific the better

-Likes simple things

-Can get what you want easily from different platforms

-Talked about search engineers, if something isn’t spelt right, it doesn’t work

-Security is a main concern

-The most important part is the diagnostic of the client.

-Must line up the needs of both or else it won’t work

-Need to do a **Diagnostic**

-Need to understand the need if you are able to work with

-need to talk to the client and understand them

-Can’t accept without talking in person

**Summary:**

**Potential New Features:**

1. Provide Quotes of the mentors to suggest one mentor to another mentor.
   1. If the needs of a client can’t be satisfied by one mentor, they can be redirected to a different mentor.
   2. Quotes from other mentors can be put onto mentor profiles
2. Match up the schedule of mentors and clients and find the available time and date for both schedules and give multiple options to both sides when free. (Similar to Microsoft calendar) -Calendly
3. Possibility to sell online courses. So ways to provide websites and links of mentors on the hub. Basically ways to attach what mentors currently have to advertise their own work
   1. Wants extra features
   2. Sell ebooks
   3. Not just a platform that connects, people want extra features
4. Client Questionnaire
   1. Create a quesstionare that is specific to the mentor and their abilities
   2. Mainly used to avoid wasting time for mentors. It shows the interest level of clients to adopt mentors sessions.
   3. Provider= job, Client=application
   4. Similar to handshake where applicants answer short questions and filter to jobs/internships they are looking for.
      1. Applicants show their interest levels through cover letters and answering questions about themselves which are related to the job’s internship/hiring.

Eugenia notes:

* Shes a personal coach
* Gets her clients from recommendations
* Prefers to not use linkedin because of the amount of time it takes to be successful on there “posting 3 times a day”
* “what I charge tends to filter people out”
* Clients location matters
* Has had clients in the U.S