"Can you pull churn numbers real quick?"

D8A.ACADEMY/RESOURCES/SCOPING-QUESTIONS

THE FIVE

1. which decision	what changes if the number is low
2. by when	a day and an hour. not "asap"
3. what changes	your mind: name that number now
4. current number	what they think it is today
5. who else asked	the same thing, last quarter

THE REPLY

one message	← five questions + a draft answer
a draft answer	people correct a guess faster

REMEMBER

no decision	no analysis. send a dashboard link

WORTH MEMORIZING

01 The reply, as sent

Five questions and a draft number, in one message. Thirty seconds to write.

YOU ASK	A USEFUL ANSWER
what decision does this feed?	whether to extend the trial to 30 days
by when?	Thursday 10:00, for the pricing call
what would change your mind?	churn above 6% in month 2
what do you think it is now?	around 4%, from the Q2 deck
who else asked?	Sam, in March. Different cut

→ Then your draft: "My guess is 5 to 7% on monthly plans, lower on annual. Correct me and I will pull the exact cut by Wednesday." They answer a guess faster than a form.

02 Trap: three replies that cost a week

Each one sounds helpful. Each one puts the round trip after the work instead of before it.

"on it"	Two days later: the wrong cut, the wrong window, and a second request that starts with "actually".
"what do you mean by churn?"	One question, one round trip, four more questions waiting behind it. Ask all five at once.
"here is the dashboard"	They asked because the dashboard did not answer. Ask which decision it failed to answer.

→ If the answer to question 1 is "no decision, just curious", that is an answer too. Send the dashboard link and keep the afternoon.

Free to share. More sheets at d8a.academy