Job Description Template – Cold Calling leads list

Pre – post

Have an idea of a list or have a list already generated
Know your hypothesis and make sure it's clear
Write down a list of questions based on your buyer persona

Title:

Cold Caller needed for short term project asap! (Saturday/Sunday)

Description:

I have a startup concept:

LiveWorkAnywhere concierge service
http://liveworkanywhere.com/concierge

Our value proposition is:

We help entrepreneurs who feel stuck in their job to find resources and inspiration to leave the corporate world and launch a venture of their own, while also running their business remotely. The concierge service offers a platform where members can book their live/work space prior to traveling.

1) I have a list of people who blog about travel but still have a corporate job.

My value proposition (my pitch mvp) is:
Live and Work from Anywhere! Members get access to live/work spaces worldwide. Become a member now. $500 gets you a desk anywhere on our network.

My hypothesis is:
I want people to sign up on liveworkanywhere.com membership and get access to coworking desk spaces all over the globe. I think people will pay $500 per month for this service.

2) I have a series of questions I'd like to ask this list so my assumptions can be validated (or invalidated)

Where to find this list:

Google docs (I will provide the link)
Twitter
YellowPages
Google - search for (I will provide)

Questions to ask:
1) Have you looked at running your own business?
2) Have you thought about where you would work?
3) Have you looked into any coworking spaces?
4) Do you like to travel?
(List of questions to be provided, these may change)

Instructions:
Please call 20 people to test the assumption. After the first hypothesis is validated or invalidated, we may ask to make an additional 20 calls to test a different hypothesis.

Record your answers on the following spreadsheet:
(link to be provided)

Please connect with me on Skype @ tuckej

NOTE:
If you would like to invite a freelancer to your job, one is available to you:
Elance.com/s/gguanzon