

# **SIMPLE SURVEY**

## ***System***



**How To Get To  
Know Your  
Audience And Get  
To Know What  
Your Audience  
Will Buy**

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## Lesson One

# 10 Things You Can Learn From Surveying Your Audience

Just as the title suggests, you're going to learn about how to use surveying to better understand your audience so you can better understand what they will buy.

This is important because...

*That's why you're in business.*

You are there to serve your audience in such a way that they receive help in *solving their problems, reaching their goals and enjoying their interests* ... while earning income for yourself.

But that brings up some questions...

1. What are their problems, goals and interests?
2. Where are they stuck in trying to reach their desired outcomes?
3. What have they unsuccessfully tried, and why didn't it work?
4. What do they want and need from you to help them?

**You shouldn't guess at the answers** to these and other related questions. Instead, you should go to the source and let your audience give you the answers so you can **know for certain how best to serve them.**

When this happens, you'll...

*Generate more benefits for your audience  
and more profits for your business.*

That's a win-win. That's why you're in business. That's what this course is all about.

So, with that in mind, let's have a look at 10 important things you can learn from surveying your audience.

### **1. Audience Pain Points**

What are your audience's biggest challenges? Their pain points? Their "stuck" points? If you're not sure, you can uncover this information via a survey. Knowing what your audience struggles with is a critical first step in helping them overcome those struggles.

*For example, let's suppose you're helping people with raising puppies. And perhaps one of your audience's biggest pain points is trying to housebreak the puppies. That tells you that you need to create more products and content around that topic to help your audience.*

NOTE: These problems will come in various sizes and intensities, ranging from fixing frizzy hair to dealing with a life-altering illness.

### **2. Audience Goals and Objectives**

What does your audience want to do and learn? What is their end goal? Why do they want to achieve that goal? These are in a different category than painful problems (although there can be some overlap).

It's not just knowing what the desired outcome is that is important; it's also important to know WHY the outcome is desired. This will help you create the right free and paid content (as well as your marketing) that is custom-tailored for what drives your audience.

*Let's take the example of a weight-loss market. Your market's end goal may be to lose weight so they look better (perhaps to become more attractive). Or maybe your particular niche is primarily interested in weight loss so they can be healthier. It's important for you to know the end goal for your particular audience, so that you can create ads, content and products that resonate with them and help them with that end goal.*

**TIP:** While there are likely a number of reasons why your audience will want to reach a certain goal, there will be one or two that are the strongest motivations. Your content and marketing should be proportional to the strength of the reasons given.

### 3. Audience Needs And Wants

What your audience “needs” is something that is essential to reaching their desired outcome. What they “want” is a preferential option for reaching it, though it is not essential.

*Example: If someone needs to have a website developed using the Wordpress platform, he may want to install and customize this himself from scratch. Or, he may prefer to outsource this to a qualified freelancer because it may be faster, easier or better than doing it himself. And there are other options too such as hosting with automated installation, template-driven services, etc. He may want to have someone else do it for him, but the need is to get it done, even if that means doing it in a way that isn’t his top choice.*

Your objective is not simply to find out what your audience needs, but also what it wants ... and deliver both.

### 4. Audience Content Preferences

If you’re selling infoproducts, then it’s a good idea to determine what type of content your audience prefers.

Options include...

- Text (such as a downloadable PDF or online platform),
- Video (such as a talking head training or demonstrations),
- Audio (such as a podcast or downloadable MP3s),
- Hands-on (such as a workbook or an interactive course), and
- Live events (such as a webinar or in-person conference).

Knowing what your audience prefers means more engagement and sales for you, while also creating happy customers who are getting the information they want in the way they want it.

### 5. Audience Ideas for Improving Your Business

Here you can survey active customers to get their ideas for improving your business and the customer experience you provide for your audience.

- What can you do better to serve your audience?
- What features and benefits would your audience like to see?
- What would get your audience to remain loyal to your brand?

The reason this is so important is because some people may LOVE your products, but they leave because of a poor customer experience (either on your website, via your customer service, or through any other contact with you).

You can uncover potential issues and fix them before they cause you to lose customers.

### 6. Audience Reasons They Don't Buy From You

Here you can survey people who've been visiting your site, joining your mailing list and so on, but haven't yet purchased from you.

*What you're looking to understand is why they don't buy from you, and why they DO buy from your competitors.*

Once you know this, you'll be able to fix the issues (such as adding more value to your offers or addressing specific benefits), which turns the reasons why they don't buy from you into reasons why they should buy from you!

*The more barriers you can take away and the more benefits you can add in, the more orders you will receive.*

### 7. Audience Reasons Why They Leave

In this case, you're looking for specific reasons why an existing customer is leaving your business (and going to a competitor).

*Example: You can look at this in a big-picture way, such as why people rarely move beyond a certain point in your sales funnel. Or you might look at a very specific issue, such as why people quit a membership site at a certain time.*

As always, knowing this information helps you create a better experience and better solutions for your customers, which in turn boosts customer retention and puts more profit into your pocket over the long term.

Learn this: A “*dissatisfied customer*” is often synonymous with “*no longer a customer*” while a satisfied customer is still, wait for it, a customer. Speaking of which...

### 8. Audience Level Of Satisfaction

Here you're looking for information about how satisfied and loyal your customers are.

*For example, what would make them purchase even more products from you? What would cause them to flee to a competitor?*

Look for...

- What they dislike about your business (that you can stop doing).
- What they like about your business (that you can keep doing).
- What they want from your business (that you can start doing).

The more you know about what makes customers satisfied and loyal, the happier your customers will be – and the more money you'll make.

### 9. Audience Open-Ended Feedback

The idea here is to collect information that you may not have thought to ask specifically about.

*E.G., "What other thoughts would you like to share about XYZ Business, our products, our customer service and more?"*

Again, the idea here is to improve your customer retention which benefits both you and the customer in the long term.

### 10. Audience Demographics

This is where you collect all the basic demographics such as...

- Age,
- Income,
- Education level,
- Marital status,
- Whether the person has kids and
- Other useful details.

This helps you create content, offers and products that really resonate with your market, which boosts conversions and sales. It's also beneficial to your customers as you're creating solutions designed specifically for them and their lifestyles.

Learn this: While not everyone in your target audience is the same, there will be some marked similarities that you can use to really connect with them.

### YOUR NEXT STEP

Your assignment for this lesson is to start considering the most important information you want to learn about your audience.

As you'll discover later in this course, you'll do different surveys at different times (pre-sale surveys, post-sale surveys, etc.), so it's a good

idea to start thinking about how and when you can do these surveys with your audience.

The main thing you want to understand at this point is simply this:

*Getting to know your audience is an important part of getting to know how you can help them.*

That's going to be useful for making a difference in their lives and making money for your business.

Now, let's move on to the next lesson...

## Lesson Two

# When, Where And Ways To Survey (With Platform Options)

As you start thinking about surveying your audience, one big question is likely to pop up: "*How?*"

That's what we're going to answer inside this lesson, as we cover three major issues:

- When to survey your audience.
- Where to survey your audience.
- Ways to survey your audience.

Let's jump in...

### **Part One: When To Survey Your Audience.**

The timing of when you survey your market depends on what type of information you're seeking and from whom. For example:

- **General market research.** Here you'll want to survey your audience before you even fully set up your business. This will enable you to build your business upon the solid foundation of knowing what your audience is ready, willing and able to buy.
- **Product research.** You can send a survey to your prospects and customers before you create a product to determine exactly what benefits they'd like to see. This is one of the strongest ways to ensure robust product sales upon your launch and throughout the shelf life of your product.

- **Prospect surveys.** When you want to find out what your prospects want, you can do exit surveys to collect information from website visitors. You can also survey leads who've joined your mailing list. You can survey them immediately to find out what they want, and/or wait and survey them later to find out why they're not buying and how you can improve your emails to them.
- **Customers surveys.** Once someone purchases at least one of your products, you can survey them in two to four weeks to see what they think of the product. You can survey customers at any time to learn more about what they want in general.

Next...

### Part Two: Where To Survey Your Audience.

The next issue to cover is where will you survey your respondents? You can do so in the following places:

1. **Email List:** Sending out a survey to your mailing list is a great way to survey your leads as well as your customers.
2. **Social Media:** Be sure to post about your survey on all your social media platforms, including Facebook, Twitter, LinkedIn, Instagram and any others you use.
3. **Blog/Vlog:** You can announce your survey on your blog or vlog. It's a good idea to "sticky" the announcement, as well as blog about it multiple times over a few weeks, as this will boost exposure and response.
4. **Other Platforms:** If you have a forum or other group, be sure to post your survey. You can also place ads for your survey on various pages of your website, including your home page, the sidebar of your blog and similar.
5. **Your Partners' Platforms:** Do you have marketing partners? If so, you can ask them to post your survey on their blogs, in their groups, on social media, and to their mailing lists.

6. **Paid Ads:** You can also place paid ads encouraging people to take your survey (and perhaps offering them an incentive to do so). This includes Facebook ads, Google ads, and ads on relevant niche websites.

### Part Three: Ways To Survey Your Audience.

The next thing to consider are the different ways you can survey your audience.

**TIP:** Be sure to keep responses private as public results of the survey will sway people who haven't yet taken the survey.

Here are your options:

1. **Email / private message:** If you have a short survey, such as one or two questions, then you can have your audience simply answer the questions and send them via email or private message (such as Facebook private message).
2. **Google Forms:** This tool makes it easy to create a survey, distribute it, and analyze results in real time. Learn more at <https://www.google.com/forms/about/>.
3. **Survey Monkey:** This is one of the oldest, most powerful, and most widely used survey tools. Learn more at <https://www.surveymonkey.com/>
4. **Feedback Fox:** This survey tool lets you create visually engaging surveys. You can even redirect respondents to a specific page depending on how they answer a question (e.g., you can direct them to an offer or even a related survey).
5. **WP Plugins:** If you're using WordPress, then you can select a plugin to create your survey. Here's one example: <https://wordpress.org/plugins/formidable/>

If none of these options meet your needs, you can also search Google for other survey tools (e.g., "survey software").

### How Many Respondents?

A general guideline is that the more people you survey, the more confident you can be that your sample is an accurate representation of your greater market.

*For example, let's suppose you have 2000 customers, and you want to survey them to see how to improve your business. If you survey two people, that's not an accurate reflection. If you survey all 2000, you can be confident of your results – but you're also expending way more time and resources than you need to.*

Here's the idea sample size for an overall population of 2000: 323 respondents.

If you love numbers and statistics, you can use a formula and crunch numbers by hand to determine the ideal sample size for your population. Or you can make it easy on yourself and use a sample-size calculator like the one found on this page:

<https://www.qualtrics.com/blog/calculating-sample-size/>

Let me share with you a few numbers so you get a feel for how many respondents you need with 95% confidence that your survey results are correct and a 5% margin of error:

<u>Overall Population</u>	<u>Sample Size</u>
1000	278
2000	323
5000	357
10,000	370
20,000	377
100,000	383
500,000	384
1,000,000	384

Notice something? Sample size doesn't rise in lockstep with overall population. Generally speaking, if you collect 300 to 400 survey

responses, your sample size should be large enough to pull some reliable data.

### YOUR NEXT STEP

Your assignment for this lesson is to review the information you just learned, and then answer the following questions about the first survey you'd like to conduct:

- When will you survey your audience?
- Where will you survey the audience?
- How will you collect survey data (what tool)?

Take a few moments to plan out the when, where and ways of your survey – and then let's meet again in the next lesson...

## Lesson Three

# Survey Stages: Your Top 3 Best Options For Best Results

In the last lesson, we took a look at the “*when, where and ways*” to survey your market. Now we’re going to zoom in a bit and look at three crucial times every small business owner ought to be surveying his audience. Specifically:

- As a visitor is exiting your site.
- When a visitor becomes a prospect.
- When a prospect becomes a customer.

Or to put it another way, there are three audiences you want to survey: visitors, prospects and customers.

Let’s take a closer look...

### **Stage One: Visitors**

The first point where you want to survey your market is when you have visitors who come to your site, **but they don't take any action**. This means...

- They don't join your list,
- They don't purchase anything,
- They don't fill in any forms or call you, and/or
- They don't follow you on any of your social media platforms.

The way to survey these folks is to **catch them as they're exiting your site**. You can do this in two popular ways...

1. **Use an exit redirect.** This means anyone who goes to hit the back button or click a link that takes them away from the site will be redirected to another page first.
2. **Use an exit popup.** This means a new browser window/box loads before the visitor leaves your site. This is a less intrusive measure than a redirect.

**NOTE:** You can install plugins, use third-party services or copy/paste code to create these exit mechanisms. Search Google for options or outsource this to someone at Fiverr.com or Upwork.com

What you essentially want to do is **ask visitors is why they're leaving your site without taking an action**, such as opting-in to your mailing list or purchasing the product.

*E.G., "We saw you didn't purchase XYZ ... why not? What would make you change your mind and purchase this offer?"*

**NOTE:** Getting answers to this question can be tricky as these are the least-invested members of your market. They aren't interested in your lead page or sales page, so they may not be interested in answering your survey either.

One possible solution?

You may consider **offering an incentive** to anyone who fills out this survey, though keep in mind that providing incentives can and does skew your survey results slightly.

### Stage Two: Prospects

The second group of people to survey are your prospects, and you can do this after they've joined your list or other platform.

*At this point, this group has shown definite interest in your offers.*

They've read your emails, they've clicked on your links, they've reviewed your sales pages.

And yet they haven't taken the next step – purchased a product. Your mission is to find out why.

What would it take to get them to the next step and become a paying customer?

You **don't want to ask this immediately** after someone joins your list. Rather, you'll want to send them your autoresponder series and let them see several of your offers and a mix of free, helpful content.

If they haven't purchased after about a month, then you can ask them why.

*E.G., "I noticed you're interested in XYZ product – why haven't you purchased it yet?"*

**NOTE:** You'll want to spend some time looking at your autoresponder stats.

*For example, did the prospect finish the initial autoresponder sequence? Do they open most of your emails? Do they click on your links?*

It's a good idea to separate out survey respondents so that you can see if you're getting different answers between those who are **very active** (meaning they open most of your emails and click on links) versus those who are **less active** (they open some of your emails and rarely click on your links).

If you're getting different answers from these groups, then you can segment your list going forward and send out content and ads that address their specific issues.

### Stage Three: Customers

Here's the group that's purchased at least one product from you. However, what you want to do is **determine how to build customer loyalty and generate repeat purchases.**

- What can you do better in terms of customer service and the overall experience you provide?
- How can you improve your products and offers?
- What are you missing from your sales funnel that would really help your customers?
- In what other ways can you improve your business to make it more likely that the customer will purchase additional offers?

*E.G., "What is your biggest [niche relevant] pain point or challenge?" and "How can we improve our products and business to better serve you?"*

Your goal here is to **improve customer retention**. As such, don't get boxed in by focusing on a single issue (such as why someone hasn't purchased a particular product). Instead, you want to **look at the big picture** and gather all the intel you can.

*For example... Perhaps someone thinks the backend offers are too expensive. Maybe the products aren't what they want or need. Perhaps they weren't overly impressed with the offer they did buy, so they're not interested in buying another one. Maybe they had a poor customer service experience, which is making them balk at purchasing anything else from you.*

Point is, you don't know what the issue is – so ask some open-ended questions in order to let your customers tell you.

### YOUR NEXT STEP

Your assignment for this lesson is to start planning how and when you'll survey the three groups listed above. Take a moment now and sketch out the specific types of questions you may ask each of these groups. As you learn more in this course, we'll work on refining your survey questions.

Meanwhile, let's meet up in the next lesson after you're done with the above assignment...

## Lesson Four

# 7 Types Of Questions For Every Occasion (And How To Ask The Right Ones)

Now we're getting into the nitty-gritty of how to design your questions. And the first issue we're going to cover here in this lesson is this: what TYPES of questions should you ask your audience?

Read on to discover seven of the most common and useful types of survey questions...

### 1. The Multiple-Choice Question

Here you offer your respondents two to five potential answers, but they can only pick one. Indeed, there should **only be one possible answer**.

- *This tends to be a good option for asking demographic questions. E.G., "What is your age range?" or "What is your gender?"*
- *You can also ask this question in order to determine what is the best, the worst, the most important, the most stressful and so on. E.G., "Which dieting issue do you struggle with the MOST?"*

Typically, this is a type of question that has ONLY one right answer.

In other words, don't use this question if people could conceivably pick more than one answer. Instead, you'll want to use this next type of question...

### 2. The "Pick All That Apply" Question

Here you offer multiple answers, and the respondent can pick all that apply.

*For example, "Which dog-training topics interest you? Pick all that apply."*

This is a good question to ask when you want to understand what interests your audience and what is most important to them.

It's also a good question to help segment your mailing list so you can begin sending out custom-tailored content and offers that are precisely what interests your subscribers most.

### 3. The Yes or No Question

Here's a binary choice question where your audience can only answer "yes" or "no." If you're using an interactive survey, you can use this type of question to help screen respondents and ask relevant follow-up questions.

*For example, maybe you're doing a dog survey. You might ask, "Have you ever housetrained a puppy or dog before?" If they answer "yes," you might then skip the housetraining questions on your survey. If they answer "no," you can redirect them to a housetraining subset of questions.*

These are super easy to answer and will allow the person completing the survey to laser in on their biggest wants and needs.

### 4. The Open-Ended Question

This is a good type of question to use when you don't want to artificially limit the answers.

*For example, you might ask people what their biggest challenges/problems are with regards to the niche. E.G., you might ask online marketers, "What is your biggest challenge when it comes to generating web traffic?"*

*By asking an open-ended question, you're likely to get answers that you hadn't even considered.*

This also avoids skewing results (where someone chooses one of the available answers but doesn't feel strongly about it) or frustrating the person completing the survey because they don't see their answer represented.

### 5. The True or False Question

Here's another binary question that you can ask to solicit an opinion or gather more information about your audience.

You might even use it to test your audience's knowledge so that you know more about their knowledge level, what myths they believe and so on.

*E.G., "True or false: Rottweilers are dangerous dogs."*

**NOTE:** In order to obtain more information, you may ask an open-ended follow-up question such as "Why?"

Remember, the point of these surveys is to get to know your audience ... how they think, feel and act.

*For example, some people are going to respond "true" to the question about Rottweilers, while others will respond "false" to the question.*

*Their selection and explanation (answer to "why") will be helpful in learning more about them.*

### 6. The "Rate This" Question

Here you ask respondents to rate something, typically on a scale of one to five or one to ten. The key to asking this question is that **you need to clearly define your numerical range and what they correspond to.**

*E.G., "On a scale of one to ten – with one being 'highly unlikely' and ten being 'highly likely,' how likely are you to purchase XYZ in the next six months?"*

You can use this question to learn more about what your audience thinks and feels about something.

You can ask:

- How likely someone is to take a specific action.
- How much someone likes or dislikes something.
- How easy or difficult it is for someone to do something.

And so on. This is a good type of question to ask when you want more insight into why people act, think and feel the way they do.

### 7. The “Rank This” Question

Here's where you present your respondent with a list, and then ask them to rank the list (typically in order of importance, in order of preference and so on).

This is a good question to use when you know that everything on your list is of SOME interest or importance to your audience, but you want to know what is MOST important/interesting.

*For example, you might present online marketers with a list of potential benefits and features of software and ask them to rank the list in order from the most important/desirable feature to the least important/desirable feature. This helps you then focus your efforts on developing the most important features and benefits for your product.*

Before we wrap this lesson up, let me offer...

### A Note on Survey Size

Not every survey you create is going to be the same size. Indeed, you may create small surveys (which can be as little as one question), medium surveys and large surveys. You may think of these surveys in terms of how long it takes to complete them. E.G.,:

- Small survey: takes about two minutes or less to complete.
- Medium survey: takes anywhere from two to ten minutes to complete.
- Large survey: takes ten minutes or more to complete.

So, when should you use each of these?

Take a look...

**1. Use small surveys when you're dealing with an audience that's unlikely to want to take a survey at all**, such as visitors and prospects who aren't yet invested in your business.

It's better to get an answer to one or two good questions rather than not getting any answers at all because your audience is unwilling to invest more than a minute or two of their time.

*For example, you can ask them why they didn't purchase the product they were just looking at.*

**2. Use medium surveys for** people who are willing to take slightly longer surveys, such as **people who've purchased at least one thing from you.**

Here you can gather information about what the audience wants, what they like about your products, what they dislike and so on.

**3. Use large surveys to take a deep dive into an issue.** Note: if someone completed a small survey for you (perhaps a question or two), then due to a sense of consistency and commitment, they may be willing to answer a larger survey for you.

In other words, you can boost the number of people who answer your large survey by first getting them to answer a short survey.

*For example, you can ask a former member in your membership site to help you improve the site, your customer service, and the content you're offering.*

*A large survey like this can help you understand what makes people stay and what makes people leave, which in turn boosts customer retention.*

Now it's time for...

### YOUR NEXT STEP

Your assignment for this lesson is to do the following:

- 1) Determine when you might create a short, medium and long survey.
- 2) Choose what audience you'd administer these surveys to.
- 3) Decide what types of information you'd like to elicit.
- 4) Pick what types of questions would help you extract the information you're seeking.

Take a few minutes to start developing your survey and ideas... and then I'll see you in the next lesson.

## Lesson Five

# 20 Survey Questions To Include So You Get The Information You Need

Now it's time to start developing and refining your questionnaire. In this lesson, you'll get a set of 20 questions you can ask across a variety of categories, including:

- Demographics
- Pain points and objectives
- Improvements
- Competitor-related questions

**NOTE:** You can mix and match these questions to get the information you're seeking. Please note that you shouldn't ask all of these questions at once, since they are aimed at different audiences (e.g., some of them are for prospects, and some of them are for customers).

Take a look...

### 1. Demographic Questions

It's helpful to collect demographic information so you have a clearer picture of your audience. However, there are a whole lot of questions you could potentially ask in every survey, so you'll need to limit yourself. Think about the demographics that are most important to your business and focus on those questions.

For example:

*What is your gender?*

This is a really important demographic for certain niches. For example, if you're offering weight-loss information, the info may be different depending on whether you're targeting males or females.

For instance, men can safely achieve a lower body fat percentage, while women who go too low may have health issues.

*How old are you?*

Some people are sensitive to this question, so you can provide ranges (e.g., 18-25; 26-30 .... and so on). Knowing this information can give you some insight into a person's priorities in life (e.g., younger people are becoming independent, getting married, getting a college education, starting new careers, having kids, etc.).

*What is your annual household income?*

Here you'll want to provide ranges for privacy purposes. This helps you determine if your market has the funds available for different types of products.

*How many children do you have?*

This question gives you some insight into lifestyle as well as income.

For example, with all else being equal, a person without kids may have more money and time to devote to a niche versus someone who's raising a family.

## 2. Pain Points and Outcomes Questions

*What are your biggest [niche relevant] challenges?*

Here you're asking for the problem (not the solution) to better understand what frustrates your audience and what makes them "stuck."

*What [topics, features and benefits] would you like to see [in a specific type of product]?*

This is a good question to ask when you're developing a very specific type of product. E.G., "What topics would you like to see covered in a marathon-training course?"

*What types of solutions have you tried in the past?*

This gives you insight into your biggest competitors as well as what your audience wants.

*What did you like and dislike about those solutions?*

The answers to this question will help you determine how to make your product better than similar products on the market.

### **3. Improvement Questions**

*How can we improve [product name/business website/etc.]?*

Be sure to use this as an open-ended question to get valuable feedback that you may not have considered.

*What can we do better to keep you as a customer?*

Here's another open-ended question. You can ask this to existing customers, OR you can ask it to customers who are leaving your business to see what you could do to make them want to stay.

*How satisfied are you with [specific product purchase]?*

You can offer this question as a rating on a scale of 1-10. This gives you an overall idea of how happy people are with the product, and then you can get into the details of what they like and dislike about the product. (See the next two questions.)

*What do you like the most about [product]?*

The goal here is to understand what your customers like most about your products so that you can keep those advantages going forward.

For example, if your customers like that you create checklists to go with your products, that's something you'll want to keep doing.

*What do you dislike about [product]?*

Here you're seeking ways to improve your products/offers.

*How likely are you to recommend [business/product] to a friend?*

This gives you insight into your customer's overall level of satisfaction, and it also helps you determine what sort of referral program you might set up.

*How likely are you to buy from us again?*

Here you're looking for information about a customer's overall satisfaction and loyalty. You'll use this question alongside other questions to determine what you can do to boost loyalty.

*How would you rate our customer service?*

You can present a rating of 1-10. It's a good idea to ask a follow-up question to determine where your customer service needs improvement.

## 4. Competitor-Related Questions

*Why did you choose [your company or product] over the competitors?*

This question is aimed at new customers. The goal here is to understand what customers want and why they chose your product so that you can maintain your competitive edge.

You may even turn one of these benefits into a unique selling point if enough customers pinpoint it as the reason for purchasing from you.

*What is stopping you from purchasing [product]?*

Here's a question for prospects who've been on your list and other platforms, but they haven't yet purchased.

You can use this info to improve your products and/or your sales copy.

### *How did you find us?*

Your traffic logs will tell you (mostly) how people found your business. However, this question will help you understand where direct traffic is coming from that's not easily tracked in a traffic log.

For example, if someone mentions your website during a podcast, you would never know how someone found your site if they just went to your browser and typed it in directly.

### *Where do you go to get information on [topic]?*

This helps you understand what blogs, YouTube channels, social media pages, podcasts and other places your audience goes to get information.

This helps you understand their viewpoints on niche issues, as well as more about what they want.

For example, if you know your dog-training audience seems to exclusively get information from trainers who use clicker training and other positive reinforcement, that gives you some insight into what sort of training methods they prefer and understand.

## **YOUR NEXT STEP**

Your assignment for this lesson is to start planning a survey.

*For example, decide what type of information you're seeking and who you'd like to survey (your general market, your prospects, your customers, your former customers).*

*And then mix and match a few of the above questions to create your survey. Be sure to also consider what other questions you'd like to ask your audience.*

After you do that, let's meet again in the next lesson...

## Lesson Six

# 5 Ways To Increase Your Survey Response Rates

A survey isn't going to be of much use to you if you're struggling to get people to answer the questions (preferably all of them).

That's why you'll want to review this list of five ways to increase your survey response rates.

Take a look...

### **1. Keep Your Survey Short**

No matter how much a customer loves you, **no one is really all that interested in doing paperwork or filling out surveys**. However, if you keep your survey short, you're going to get a lot more people answering the questions.

It's a good idea to "sell" your potential respondents on the idea of **how much this survey will help you**, and **yet it only takes a little bit of time** for the respondent to complete.

*E.G., "This survey is just three questions long and should take about one minute to complete. Can you spare a minute to help us out? We'd really appreciate it..."*

### **2. Be Sure Your Survey is Viewable Across Devices and Platforms**

Another common reason people bail out of a survey is because it's not viewable on their devices.

*For example, maybe you put a survey on a page that's not mobile-friendly. If the survey doesn't look good on the respondents' phones, you can be sure they're not going to bother struggling through it.*

As such, check the following:

- Is the survey viewable on a variety of devices – and does it look good on all of these devices?
- Is the survey viewable on all major browsers (Chrome, Safari, etc.)?
- Is the survey accessible for those who may have visual impairments or similar?

Here's the next issue that can affect response rates...

### 3. Use Plain English

If your questions seem convoluted, or if you're trying to impress someone with "high-minded" language in the way you craft the questions, you're likely going to end up with a poor response rate.

People who **don't understand the questions at first glance** and/or they don't understand the big words you're using aren't going to bother taking the time to figure it all out.

Instead, what you want to do is craft your questions so that they're in plain English and easy for most everyone to read and understand.

*A good way to do this is to aim for a reading level of around 8<sup>th</sup> or 9<sup>th</sup> grade.*

Many grammar tools will provide you with a reading level or a "readability" score. For example, Grammarly.com offers a "readability score" – the higher the score, the easier it is to read. You'll want to run your questions through this type of tool to make sure they're accessible to a broad audience.

Still not sure? Then ask two or three people in your audience to review your questions and give you feedback on them. **You might ask them to read the question and then put into their own words what the question means.** This helps you determine if people are reading and understanding the question the way in which you intended.

### 4. Incentivize Respondents

Still another way to get more people answering your survey is to incentivize them. In other words, **give them some sort of reward for completing the survey.**

Here are a couple of important notes about this method:

1. ***Incentives can skew responses.*** Be aware that sometimes there is an important difference between people who answer a questionnaire willingly and those who will only do it because of an incentive – or it can make people answer questions differently.

*For example, someone who receives a reward may subconsciously answer the questions in a way that they think will please you – not necessarily the way they really feel.*

2. ***Incentives should be of interest to the niche audience.*** For example, you can offer free products or even discount coupons on your products. Just don't offer "general interest" items like cash, or you're likely to have people who aren't even interested in your niche complete your survey (which will make your survey not very useful if your actual audience members aren't the ones answering it!).

The point is that while you can and should use incentives to boost responses, you also need to be aware of how that might skew responses for certain audiences and certain types of surveys, and then take that into consideration when you're analyzing your results.

### 5. Encourage the Respondents

You've already learned that one way to get more people answering your survey is to keep the survey short. If you're presenting a longer survey, then you may encourage people to keep going. You'll also want to keep them apprised of exactly how much longer they need to keep answering the questions.

This, of course, applies to the type of survey where one question appears (or a small handful), and the next question appears only after the person submits their answer.

You can then:

- Keep people informed of their progress. E.G., "*Awesome – you're already 25% done!*"
- Encourage people to keep going. E.G., "*You're doing great – keep going because you're almost done!*"

And now it's time for...

### **YOUR NEXT STEP**

Your assignment for this lesson is to review the plans you've put in place for your surveys.

Then decide: which of the above factors will you use to boost your response rate? Whenever possible, you can and should use multiple factors.

And of course some factors should always be used (such as ensuring the survey is easy to read, and viewable across devices and platforms).

Go ahead and think about how you'll boost your response rate.  
Meanwhile, I'll see you in the next lesson...

## Lesson Seven

# How To Understand And Use The Information You Gather (So Everyone Wins)

Let's imagine for a moment that you've created some pretty awesome surveys, distributed them, and received some great data back.

Now what?

Or to put it another way, how do you use this information to create more benefit for your audience and more profit for your business?

That's exactly what we're going to talk about in this lesson. Read on...

### **Action Step #1: Craft Content for Your Ideal Audience**

Now that you know who your audience is, what they want, what motivates them and so on, you can craft content that's going to resonate with them.

Whenever you sit down to write any kind of content – from emails to blog posts to freemiums to products to video scripts and more – **you'll want to craft the content with your ideal customer in mind**. That way, you can write content that really connects with the audience.

**Example #1:** *Let's imagine for a moment that you're helping people lose weight. And let's suppose you know that your audience consists of folks who make a decent living, but they don't have a whole lot of expendable income for luxuries.*

*If you start using examples such as telling people how much they'll enjoy wearing swimsuits the next time they go on a Jamaican cruise, you're going to lose your audience. They can't relate, so they're going to stop reading.*

**Example #2:** Let's imagine you're selling dog training information. You do some surveying, and you find out that 85% of your audience has big dogs like border collies and German shepherds.

*If you regularly use examples that apply to small dogs – like potty-pad training a dog or carrying a dog around in the purse – then 85% of your audience is going to tune out because the examples don't apply to them.*

The point is the more you know about your audience, the easier it will be to create content, examples, products and more **that make them feel like you crafted it just for them.**

This boosts customer satisfaction, it increases conversions, it helps your customers solve their problems, and it helps you grow your revenue.

### Action Step #2: Improve Products / Create Better Ones

You know what your audience wants – now you can give them what they want in the form of your products. This may include two steps:

1. Improving your existing products to add value and more closely align the benefits with what your audience wants.
2. Create new and better products to deliver what the audience wants.

Let's take a look at an example...

**Example:** Let's suppose you discover your weight-loss audience doesn't have much time to devote to weight loss. They can't spend time cooking elaborate meals.

*They can't spend an hour in the gym every day. So, what can you do? Create products with weight-loss solutions that are FAST. Quick and easy recipes and meals and quick and easy workouts.*

This is what will help you stand out among the competition and really serve your audience well. Your product lineup is much more customer-centric when you create what they want and need.

Next...

### Action Step #3: Design Sales Materials That Connect

You've got the products that your audience wants – now you need to create sales copy that accurately reflects the products. This includes products that you've revised and improved as well as new products.

However, this also includes revamping sales materials for products that you did NOT revise – if the sales materials didn't accurately convey the benefits, address the problems, goals and interests of your audience and so on.

*Let's go back to the weight loss example. Let's suppose you were positioning your weight-loss product primarily as a really good way to slim down and become more attractive. But let's suppose your audience is primarily interested in the health benefits of weight loss. You can revamp the sales letter to address this specific desire, which will, in turn, boost conversions and sales.*

The point is whether you are creating sales materials for a new product or re-creating sales materials for an existing product, your marketing needs to resonate with your audience. That leads us to...

### Action Step #4: Build a Brand That Resonates With Your Audience

Once you really, truly understand your audience, then you'll be in a better position to create a powerful and popular brand that helps maintain top-of-mind awareness and boosts sales. This includes not only the brand imaging, but also things like your unique selling point.

*Let's go back to the weight loss example where you found out that your audience really wants FAST weight-loss solutions (quick workouts and meals that are quick to prepare). And let's suppose that, on average, the meals you create take 15 minutes of prep time, and the workouts also take 15 minutes (high intensity interval training). You might then incorporate this valued benefit into your branding, such as "15 minutes to fat loss" (or similar).*

A brand is primarily about a feeling. This is the emotion your customers are already feeling when they read your content and use your products.

It's also about the emotion you want prospects to feel as they become acquainted with you and your business.

Rather than trying to get others to feel something about your brand, start with what they are already feeling and build your brand around it.

- If they are already feeling rushed, your brand can incorporate imagery of being quick and easy.
- If they are already feeling insecure, your brand can incorporate imagery of being confident.
- If they are already feeling overworked, your brand can incorporate imagery of financial freedom and flexibility.

And so forth.

What are your customers feeling?

*How can your brand build on their positive feelings  
and counteract their negative ones?*

This is yet another way to take the information you gather in your survey and do something useful with it. Which brings us to the next point...

### **Action Step #5: Improve Your Customer Experience**

Here you can take the information and feedback you've received to improve your overall customer experience.

Exactly what you do here depends on what sort of feedback you've received.

For example:

- Create products and content in your audience's preferred format.
- Improve your ordering process to make it easier and more seamless.

- Provide quicker and more available customer service.
- Offer loyalty discounts for long-term customers.
- Build a robust knowledge database of common questions and answers.

The possibilities are endless.

**NOTE:** You might also use the information you've collected about what your audience values to improve the customer experience.

*EXAMPLE: Let's go back to the example of the dieters who need fast meals and fast workouts because they're so busy.*

*Since you know they're busy, then you'll want to be sure your content is succinct and easy to consume for busy people.*

*E.G., don't create a 2000-word blog post when you can convey the same information in half the words.*

One final note...

When improving your customer experience, consider the volume and consistency of feedback before making changes.

Just because one person says something, it doesn't mean everyone shares that same view.

You want to do what is best for your overall audience, not just one member of it.

This is especially true of large-scale changes that may be needed.

Of course, if what one or two people request is something that you can easily do which will help the larger audience too, then that's a no-brainer.

Let's wrap this up...

### YOUR NEXT STEP

Your assignment for this lesson is to review all the information you've collected and then determine how to use it. Specifically:

- Can you use it to improve your products?
- Can you use it to improve your sales materials?
- Can you use it to improve your other content such as blog posts, emails and the like?
- Can you use it to improve the overall customer experience?
- Can you use it to improve your branding?

Be sure to “*read between the lines*” as you’re using this information.

*Go back to the dieting example – if you’ve extrapolated that your audience wants quick solutions because they’re pressed for time, then be sure everything about your business is quick (e.g., quick customer service, quick content consumption, etc.).*

Meanwhile, I’ll see you in the next lesson...

## Lesson Eight

# 7 Best Practices To Up-Level Your Surveying

Over the last seven lessons, you've been learning a lot about how to survey your audience, and then how to use that information to create more benefits for your audience and more profits for yourself. Now it's time to kick things up a notch with the following seven best practices, tips and ideas.

Take a look...

### **1. Don't Survey Too Often**

You're eager to collect as much information as you can, right? And you want to collect this information at various stages of the buyer's journey, from your website visitors to your new subscribers to those who've already purchased from you.

However, while it provides a lot of benefit for both you and your audience, it's also **easy for people to experience survey fatigue**. Someone may be more than happy to answer a survey from you... once. But if you put another survey in front of them later this week, they're not going to be all excited about filling out yet another survey.

The point is don't survey too often. Aim for about once every month or two, (once per quarter is more like it). And keep an eye on your response rate so that you can see if people aren't as eager to answer your surveys.

### **2. Find Out What Leads Want Immediately**

Earlier in this course, we talked about how you should wait before you survey leads about why they haven't purchased a particular offer. However, you can and should immediately send out general market-research surveys to those who join your list. Specifically, you'll want to

find out exactly what their problems are and what they want. You can even use this information to further segment your list.

*TIP: Be sure to frame this survey as the way in which you can most help them solve their problems, reach their goals and enjoy their interests. They tell you what they want, and you deliver it.*

### 3. Ask For The Right Thing (It May Not Be What You Think)

When trying to determine what your audience wants, you may be tempted to ask them for what sort of solutions they're looking for. While this sort of question can be helpful to ask from time to time (such as when you're developing a product, and you want to know what specific features and benefits your audience wants), here's another idea...

*Ask about the problem.*

You see, people don't always know the best solution for their problems. So, when you ask for solutions, you may be limiting responses.

*For example, people may talk about the solutions they're already buying. And this is the sort of information that you already know if you've done your market research.*

So, find out about the problem. E.G., "What is your biggest challenge when it comes to training your puppy?"

### 4. Avoid Leading Questions

The way you ask a question can definitely skew the answers, which is why you'll want to avoid asking leading questions.

Let me give you a bit of an exaggerated example...

*Let's suppose you're gathering information about people's parenting issues. Let's imagine you asked a question like this:*

*"Are you a bad parent who regularly uses a TV as a babysitter?" That's a leading question. Any parent who reads this is going to immediately say NO, they are not a bad parent. So, even if they let their*

*kids watch a lot of TV, they're still likely to say "no" to this question because they don't want to be labeled as a "bad" parent.*

*Here's what you should do instead: ask the question, but without leading towards a specific answer. E.G., "How many hours of TV does your child watch per week?" There's no accusation, no blaming, no subtle digs (using the TV as a babysitter) – as such, you're likely to get more honest answers when you phrase your question in this neutral manner.*

Be sure that you...

- Don't ask questions that discourage a person from giving an honest answer.
- Don't ask questions that encourage a person to give a suggested answer.

Ask questions that your audience can answer honestly from their own real and personal experience.

### 5. Focus on the High-Impact Questions

There are probably a million and one things you could ask your audience, from oodles of demographics questions to questions about what their challenges are to questions about what sorts of solutions they've tried... and on and on.

However, what you want to do is focus on the high-impact questions – the ones that are going to give you the most information.

Two reasons for this:

1. You want to keep surveys short to maximize response.
2. You don't want to survey your audience too often.

So, since you're limited by these two things, focus on the most important and specific questions – those that will give you the most insight into what your audience wants and needs.

### 6. Follow Up to Boost Response

If you put your survey in front of your audience once, you're going to get a few takers. However, most people need to see something like this multiple times in order for them to decide to take the survey.

That's why you'll want to encourage people at least two or three times to take your survey.

*For example, you can send out two or three separate emails with a call to action and your survey link.*

Which brings us to the next issue...

### 7. Share the Benefits

In order to further increase the number of people who take your survey, you'll need to share with them the benefits of taking the survey. In other words, answer the question that's already on their minds:

*"Why should I take this survey?"*

If you're offering an incentive, that's pretty easy – just let them know what you're offering, share the benefits of this incentive, and then encourage them to take the survey now in order to claim their freebie.

If you're not offering an incentive, then you'll need to highlight other benefits.

*For example, you can let people know that your goal is to deliver the solutions they want the most – including solutions not yet available anywhere else – and that in order to do this, you need to get feedback about what they want.*

NOTE: if you're surveying customers who already know, like and trust you, then you might also make a personal appeal. E.G., *"Can you do me a quick five-minute favor? This would really help me out..."*

And that's it for now. Which means you need to be taking...

### YOUR NEXT STEP

Your assignment for this lesson is to review the seven advanced tips and strategies you just learned about and then refer to your own existing survey campaigns (or your plans for them).

Then ask yourself:

*How can you incorporate all seven of these issues into your surveying strategy?*

Go ahead and spend some time planning how to improve your surveying strategy, and then I'll see you in the next lesson...

## Lesson Nine

# 5 Subtle Survey Strategies To Use That You May Be Overlooking

In the last lesson, you learned how to up-level your surveys. Now we're going to continue that discussion as I share with you five subtle survey strategies you can use to get better results.

Read on...

### **1. Segmenting**

When it comes to segmenting, there are two approaches (and you can use both):

1. Send surveys to specific segments of your list.
2. Segment your list according to respondents' answers.

Let's quickly look at these two approaches separately...

#### ***Sending Surveys to Population Segments***

The idea here is to carefully target those you want to answer your survey. You can do this with your leads and customers by sending targeted surveys to specific segments of your list.

*For example, you can send a survey to customers who recently cancelled a membership in order to determine why they cancelled.*

Another way to do it is with ultra-targeted paid advertising.

*For example, you can use Facebook ads to select a narrow audience, such as women ages 25-40 who are interested in losing their post-baby weight.*

### **Segmenting Based on Survey Answers**

The other way to use segmenting is by creating segments based on the way people answer specific questions in your survey.

**Example #1:** *If you're asking dog owners what topics interest them, then you can segment your list based on the topics each person selected (e.g., house training, teaching a dog not to counter surf, obedience training, etc.). That way, you can send ongoing content and offers about house training to those who are most interested in it.*

**Example #2:** *If you're targeting people who want to lose weight, you might use survey questions to segment your audience by gender or age. That way, you can send weight-loss information to these segments that addresses the unique needs of the recipients. (E.G., women over 40 with slowing metabolisms have different dieting needs than young men with high testosterone.)*

Next...

### **2. Quizzing**

We've been mainly talking about surveying, which is where you ask your audience questions in order to get insights into what they're thinking, how they're feeling, and what they're doing.

Now here's another idea:

*Quiz your audience to better understand what they already know about the niche.*

This gives you an idea of your audience's level so you can tailor your content and products towards their particular needs.

Here's an example...

**EXAMPLE:** *Let's suppose you're gathering information about a population of beginner online marketers. You might quiz them to find out what they know with questions such as, "What is PPC marketing?" and "What is conversion optimization?"*

*If you find out that hardly anyone knows what PPC marketing is, that tells you that you need to define and explain it when you're writing about it. And when you do teach step-by-step information, you'll need to provide detailed steps since your audience is completely unfamiliar with the concept.*

Additionally, quizzes can be used for participants to self-identify what they most need at the current time by the conclusions you present when "grading" their submitted quizzes.

### **3. Polling**

The idea here is to ask a few questions in order to better understand your audience's preferences and opinions.

For example, you might poll your audience to determine:

- Their media/formatting preferences (e.g., a text course versus a video course).
- Which product they'd like you to create next.
- Which feature or benefit they'd most like to see in a product.

You can also collect other information to learn more about your niche.

*For example, if you're in a dog training niche, you might poll your audience to see whether they use regular housebreaking (taking the puppy outside to do its business) or potty-pad training. You might also poll them to learn about whether they use crates during housetraining.*

Here's the next strategy...

### **4. Reverse-Surveying**

The overall goal of this course is to help you develop useful surveys to learn more about your audience so that you're in a better position to help them. To do this, you ask your audience questions to get an idea of how they think, feel and behave with regards to the niche.

Now here's an idea: do a reverse-survey.

*This is where you gather questions that your audience is asking YOU.*

In turn, this tells you what interests your audience, what their problems are, what sorts of solutions they're looking for, and more.

1. You can start by looking in your email, on your blog, on your social media pages, and on your other platforms. Gather all the questions you encounter, paying particular attention to the FAQs (frequently asked questions).
2. If you'd like to gather more information, then you can do this same thing by examining your closest competitors' platforms. Again, look at what questions are being asked on their blog posts, social media pages and more.
3. Finally, you can go directly to question-and-answer sites such as Quora.com. Once again, look for a pattern – what are the frequently asked questions on these sites? This gives you a glimpse into what your market wants.

*For example, maybe you're in a weight loss market, and you see a lot of people asking for ingredient substitution lists so they can make their favorite recipes a little healthier. That tells you something you can blog about, include in your next product, and so on.*

Finally...

### 5. Screening

Not every person who takes your survey is an ideal candidate (i.e., part of your exact target market). That's why you may consider screening respondents in order to make sure you're collecting information from the people who really matter.

Here's a simple example...

*EXAMPLE: Let's suppose you want to do a survey of prospects ONLY. Your screening question may simply ask, "Have you ever purchased any of the following products?" You can then list all your products. If someone says "yes," then you can do one of two things:*

- 1. Thank them for their time and let them know they're not qualified to complete this survey.*

*OR*

- 2. Send them to a customer survey to complete.*

The point is to get the data from the people who are most qualified to give it to you which will yield the best results.

Now let's wrap things up...

### **YOUR NEXT STEP**

Your assignment for this lesson is to review the five ideas you just learned about and decide how you'll incorporate them into your survey campaigns.

*For example, what question or questions will you use to screen your prospective survey respondents?*

Go ahead and plan how you'll incorporate these five strategies into your survey campaign. Meanwhile, I'll see you in the final lesson...

## Lesson Ten

# A Sample Survey To Help You Get And Stay On The Right Track

In this lesson, we're going to pull together everything you've learned to give you three examples of surveys: short, medium, and long.

**NOTE:** For each survey, we'll use example questions related to the membership site at [www.SeriousAboutSixFigures.com](http://www.SeriousAboutSixFigures.com)

You can adapt these questions to fit your product and business.

Read on...

### **SHORT SURVEY EXAMPLE**

As you know, short surveys get better response rates. For this example, we'll focus on a short survey that you might present to prospects who haven't purchased anything from you...yet. Your goal here is to find out why.

Example 1:

- *What has stopped you from joining Serious About Six Figures? List all factors that apply.*
- *What would have to change in order for you to consider joining Serious About Six Figures?*

Example 2:

For this example, you may simply ask people why they've requested a refund/cancelled a membership/otherwise left your business.

Note: if you need to process a refund, do that FIRST – and then ask your question(s). That way, customers don't feel like you're holding their refunds hostage, which can create a negative experience.

Here's an example question:

- *Why did you cancel your Serious About Six Figures membership?*

**NOTE:** People who are asking for refunds or cancelling their memberships generally aren't going to be too excited about answering your survey which is why you want to keep it SHORT – even just one question, as in the example above.

### **MEDIUM SURVEY EXAMPLE**

For this example, we'll create a medium survey that's aimed at improving customer satisfaction, loyalty and retention.

**NOTE:** if you offer an incentive for this survey, one option is a generous discount coupon. This not only encourages people to take your survey, it generates additional revenue for you.

Example:

- *How long have you been a member of Serious About Six Figures?*

*(Note that this question gives you valuable information about customer retention, and you can also use it as a screening question to be sure that only customers are answering this particular survey.)*

- *What products have you purchased from Nick James? Check all that apply: [list your products]*
- *What do you like most about doing business with Nick James?*
- *What are your suggestions for ways we could improve our business to better serve your needs?*

- *What other options did you consider before you chose Serious About Six Figures?*
- *What made you choose Serious About Six Figures over our competitors?*
- *What additional types of products would you be interested in purchasing?*
- *How likely are you to recommend us to your friends, family or colleagues?*
- *How would you rate our customer service?*
- *How would you rate your overall experience with our website?*

*(Note: Here you may have a short list of sub-questions, such as asking people to rate the ease of finding information on the site and rate the ease of ordering a product.)*

### **LONG SURVEY EXAMPLE**

For this example, we'll create a long survey that's aimed at better understanding your overall market, who they are, and what they want. This is the type of survey you'd distribute not only on your own pages and platforms, but on other channels as well (including your partners' platforms, paid advertising and similar).

**NOTE:** You may need to offer an incentive to boost survey responses for this particular type of survey as most people haven't done business with you (especially if you're still in the startup phase and gathering information) so they have no vested interest in helping you.

Example:

- *Are you interested in creating content to market your business and/or sell infoproducts?*

*(Note that you can use this as a screening question, especially if you're offering an incentive, and you want to make sure the respondent is part of your target market.)*

- *What is your gender?*
- *How old are you?*
- *What is your household income?*
- *What is your marital status?*
- *How many children do you have?*
- *What is your educational level?*
- *What is your profession?*
- *What are your primary goals/objectives with respect to creating content for your business?*
- *What is your biggest challenge when it comes to creating content for your business?*
- *What types of solutions have you tried to create content faster or easier for your business?*
- *What do you like best about the solutions you've tried?*
- *What do you dislike the most about the solutions you've tried?*
- *What is your favorite content-creation product that you've purchased?*
- *What makes this product your favorite?*
- *How much do you typically spend in a year on content creation and marketing products such as courses, membership sites, books, videos and other training materials and tools?*
- *Where do you go to get information about content creation for businesses? List all blogs, vlogs, podcasts, webinars, YouTube*

*channels, social media pages, print publications and more – everything you regularly read and watch to get information.*

- *What is your preferred format for consuming information? [You can insert options such as physical books, digital books, courses, videos, audios, live events, etc.]*
- *Please fill in the blank: The perfect content-creation product would have the following features:*

### YOUR NEXT STEP

Your assignment for this lesson is to finalize your first survey. Throughout this course, you've been planning your survey and developing the questions for it.

Now it's time to pull everything together to create your first survey. You'll want to:

- Choose which part of your audience you'd like to survey and why.
- Decide whether to use a short, medium or long survey.
- Determine what surveying tool to use.
- Develop your survey using what you learned in this lesson as well as in the previous lessons.
- Make a plan for distributing your survey.

Set some time aside right now to work on this task – because the sooner you finalize your survey, the sooner you can get it out to your audience and start gathering useful insights.

And with that, we also complete this course.

I hope you've enjoyed learning about surveying – and even more, I hope you take action today so you can start creating more benefits for your audience and more profit for your business.

## Recommended Resources

**Six Figures A Year In Information Publishing** Our best-selling book that shows you the four keys to success for setting up a simple \$100k+ a year business from the comfort of your own home. Get your copy for free at:  
[www.SixFiguresAYear.com](http://www.SixFiguresAYear.com)

**Serious About Six Figures.com** 12 Month training program which further explains how to produce orders, build your list, generate traffic, grow your income, create content and work less hours while still banking \$100k+ a year:

[www.SeriousAboutSixFigures.com](http://www.SeriousAboutSixFigures.com)

**One Letter From Retirement** Some positive news for unprecedented times... You could be just one letter away from the end to all your financial worries... And here's exactly how to write it:

[www.OneLetterFromRetirement.com](http://www.OneLetterFromRetirement.com)

**Lazy Way To Email Riches** Can you click send? Then you can generate an instant income, anytime you want... even in a shoestring budget, and even WITHOUT a website. How? By dispatching simple emails from home... No office... No staff... And do it at anytime that suits you!

[www.LazyWayToEmailRiches.com](http://www.LazyWayToEmailRiches.com)

**Product Licensing Formula** This is anything but average... It's a proven way of making money from home which no one else is talking about... Yet it can generate \$20,000 - \$40,000 per month and takes around 1 hour to do (just 2-3 days a week):

[www.ProductLicensingFormula.com](http://www.ProductLicensingFormula.com)

### Lead Magnet Swipe File

Magnets can either attract or repel... What are your lead magnets doing with your prospects? Most people take way to long to create lead magnets... Or they create lead magnets that flat out don't work. Here's how you can create them in minutes to attract new customers.

[www.LeadMagnetSwipeFile.com](http://www.LeadMagnetSwipeFile.com)

**Make Cash Like Clockwork** Calling all frustrated entrepreneurs – who else wants to forget selling low priced one off eBooks and make cash like clockwork instead?.... Using a passive income system that automatically deposits money into your bank account effortlessly every month?

[www.MakeCashLikeClockWork.com](http://www.MakeCashLikeClockWork.com)