# http://work1099.com/wp-content/uploads/2012/09/work10994.png

## Work1099 Training Manual

## How to use

## “hyper-responsive” market research surveys to take your business to

## a whole new level

## of success and income

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# This Training Manual Covers:

* How to attract the most profitable customers to your business; The “hyper-responsive” customers that spend three times as much money (or even more) than everyone else.
* Why effective market research is the secret key to taking your business to the next level. The marketer who understands the customer best usually wins over the competition. And the better you know your customer the higher your conversion rates go and the more sales you make.
* The inside story to conducting market research on the “hyper-responsive” segment of the market using surveys. So you can attract more hyper-responsive customers to your business. Don't underestimate how powerful this is.
* The hidden survey secrets to interpreting market research surveys. If you know this, your surveys are 10x more effective. (no exaggeration)
* The single biggest (and most common) mistake many business owners and marketers are making. Make this mistake and you'll struggle to make your marketing work.
* Much, much more. Everything you need to know to use “hyper-responsive” market research surveys to take your marketing, your products, and your business to a whole new level.

**Introduction**

Most marketing trainers will tell you that marketing is easy. But I think you need to hear the truth. Thousands of business owners and marketers have lost big money when marketing campaigns fail. Not every campaign succeeds. But the situation isn't as bleak as it sounds. Here's why...

When marketing campaigns fail, they tend to always fail for the same reasons. I've seen it time and time again. Once you know the reasons they fail, you can steer clear of marketing failures in the future. And enjoy marketing successes instead. And doing that is a lot easier than you might think. It just takes a little extra know-how that most business owners and marketers just don't have.

So why do some marketing campaigns succeed and others fail?

When marketing fails, it’s usually because the marketers responsible committed the single biggest (and most common) mistake in marketing:

* **Single biggest mistake:** assuming you know what the customer wants... and assuming you know what will motivate them to take action... even though you haven’t done thorough market research. Guessing instead of working with hard facts. Gambling with your marketing budget instead of taking calculated risks. Most marketers do this without even realizing they're doing it.

Marketing works when it successfully motivates your prospects to take action, take out their wallet and make a purchase. In order to know what will get them to take action, you have to study your prospects. You have to do market research. Otherwise you're just guessing (and gambling with your marketing budget).

It's common in marketing circles to start a project by coming up with a list of benefits, objections and features. They usually do this off the top of their head. They're just guessing. And, in our experience, most marketers have never done thorough market research for their market(s). So it's not even a truly educated guess.

Sometimes they guess right and sometimes they don't. This is how most marketing gets done. Sometimes it works. Sometimes it doesn't (and they struggle to make payroll that month).

We encourage you to, instead, do thorough market research. So nearly every promotion can succeed. And so you can avoid the stress and sleepless nights that come with not knowing if the next promotion will work.

This is also important because the world is becoming more competitive. Everyone is getting online and starting a business. So there's a lot more competition than there used to be. So it takes more to compete than it used to. Pretty soon, you won't even be able to compete without doing this kind of market research we teach in this guide.

If you want your marketing to succeed in today’s world, you need to do thorough market research. You need to find out, from the customers themselves, what they really want. And you need to read between the lines to find out what is motivating them so you can use that to motivate them to buy.

If you get this right, your marketing has a chance to succeed. If you get it wrong, your marketing is handicapped before it even launches.

Plus, believe it or not, the market research is the most important step in the entire marketing campaign. Even moreso than your marketing and copywriting abilities. It has a greater impact on the end results of that marketing campaign. Both if it succeeds at all and how big it succeeds. So if you are looking to make more sales, the first place you should look is doing better market research.

Overall, writing successful promotions is about 80% dependent on the research and only 20% dependent on your marketing and copywriting skills. A great researcher will always create sales materials that outperform those of a great copywriter. And doing this kind of research doesn’t require any special talent or skill. It just requires following a methodical step-by-step process that you'll learn in this report.

**But Be Careful You Don't Fall Into This COMMON Trap**

Most business owners are under the impression that they already understand their customers. This is why they don't think they are guessing in their marketing. But, in our experience, as soon as they do some market research, they are surprised by how much they don't know.

You see, they don't know nearly as much about their customers as they think they do. And this lulls them into the trap of just skipping the market research. Don't let this happen to you.

If you're sure you know your customers, challenge yourself to do at least a few hours of market research and see if you really know it all. I'd bet you'll inevitably find many insights you would’ve never thought of yourself.

**Market Research Also Substantially Reduces Your Financial Risks**

Any time you launch a new marketing campaign or even a single promotion, you’re taking a risk. The same goes for creating and launching new products. It costs you time and money upfront before you even know if anyone will buy.

But, when your products are based on what customers already said they want (instead of guessing what they want), they're more likely to make sales. Far more likely. So you don't get any nasty surprises on launch day.

Don't get me wrong. Not every product will succeed. But it will be at least 3 times more likely to succeed if it's based on thorough research.

And, when your promotion materials are based on thorough market research (instead of guesswork), you're stacking the odds in your favor. Because they are based on what's already proven to motivate the prospects to take action. Making your promotions 3 times more likely to succeed as well.

The benefits of this are so powerful that it's hard to say it in words. This can revolutionize your business and take it to a whole new level... if you know how to do the research. Plus, it can substantially reduce your financial risks.

**Market research also supercharges your product development**

When you have a leadership position in the market, you make more money than anyone else in the market. Because you get more of the customers. And one of the best ways to get into a leadership position is through product excellence. Solving the problems of the people in the market better than any of your competition.

Market research helps you do that. Because you'll know exactly what people are looking for in the market. So it becomes much easier to create excellent products. So doing this kind of market research in this guide gives you a substantial edge over the competition.

**How To Conduct Supercharged Market Research**

Of all the ways you can do market research, one of them stands head and shoulders above the rest. It gets you the highest quality information. And it also has a very low cost. That market research tool is “hyper-responsive” surveys. Here’s why…

* You can’t be everything to everyone. That’s marketing 101.
* Any time you try to target a very broad audience, you end up watering down your marketing message in an attempt to appeal to everyone. Doing this dramatically lowers the effectiveness of your marketing.
* So, to make any money, you have to have a more specific message and that means you have to target a more narrow audience more aggressively than other similar audiences.
* The best segment to target is the segment that is the most profitable. The most profitable segment is always the “hyper-responsive” segment.

The hyper-responsive segment is the 5% of customers that spend 25-50% of all the money in the market. This may sound hard to believe, but it’s supported by real data in hundreds of markets. You’ll always find that a very small number of customers are always responsible for a huge chunk of the money spent in a market.

(As a bonus, the hyper-responsive segment is always the most passionate segment as well. So they are the most likely to spread the word about your business to other people. So you get some free advertising too.)

If you can attract the hyper-responsive customers in your market, you’ll make more money more easily. They simply spend most of the money in the market. They buy over and over again. They are more passionate and more likely to stick around as long-term customers. They are more predisposed to buy expensive products and services.

If you don’t attract them, it will take more effort to make the same amount of money.

And there’s usually less competition for the hyper-responsive segment because most business owners just don’t know how to target the hyper-responsives. This is different from simply catering to your best customers (as it's taught by most books and trainers). So this can give you a substantial edge over the competition.

To target the hyper-responsives, we need to do market research on the hyper-responsives. So we can find out what they want and learn about what motivates them. They always want different things from the main market. So we need to study them separately. Once we do, it empowers us to create products and promotions that attract more hyper-responsives to our business.

That's why, in this report, you'll learn to use surveys to study the hyper-responsive segment. This is the easiest way to study the hyper-responsives. We'll use certain tricks to know which survey responses came from hyper-responsives. Then we'll separate out those survey responses and study them more closely.

**Surveys Also Allow Us To Find Unmet Needs In The Market**

When you offer benefits and features that your competition doesn't offer, people are more likely to buy from you than the competition.

Using surveys we can find out benefits and features that prospects already want... but that no one is currently offering them. Then you can simply add these new benefits and features to your product line. You'll also want to focus your advertising around discussing these new benefits and features that only you are offering. Your sales will go up.

There’s usually more of these “market gaps” or unoffered benefits in a market than you realize. It’s commonly assumed there are none. But most businesses just copy each other. So, even in big markets, there are usually benefits that consumers want but no one is offering.

**Surveys Also Allow You To Find Consumer Language**

When your advertisement speak in the same words that your customers themselves use, your conversion rates go up. People are simply more easily persuaded when the message sounds close to the way they themselves talk.

When you survey your prospects, you capture the benefits, problems and concerns of the market in their own words. Then, when you make your advertising, you can simply mirror their own words back to them. For example…

You might get a survey response that says “What is the fastest-acting, safe pain reliever for this throbbing headache I have right now?”

So your advertising can simply say the same thing back to them. “Get the fastest-acting, safe pain reliever for your throbbing headache.”

This also makes it substantially easier to write your promotions. A lot of it is simply copy and pasting the survey responses into your advertising. Then just editing it a little bit to make it fit.

This is because good advertising is made by starting with the conversation that's already in the prospect's mind when they view your web page or advertisement. And the survey responses reflect exactly what's on their mind at that time. So a lot of your advertisement will simply reflect it back to them.

**In this guide, you’ll learn 3 important ways to survey your audience**

All 3 are important for their own reasons. And we recommend using all 3 in your business. The first one will be a survey on your landing pages. The other two will be done using free email templates. All you have to do is send them via email and collect the responses.

Then, you'll use the free scoring spreadsheets that came with this report. These spreadsheets will automatically calculate a score that tells you which survey responses came from hyper-responsive prospects. So you know which ones are the most important to study. Then it's as simple as turning that research into products and promotional materials.

**Survey #1: How To Conduct Landing Page Surveys**

When I say “landing page,” I'm simply referring to the first pages people see on your website. The pages they land on when they come from your traffic sources. And, in a good Internet marketing campaign, your website will have many landing pages. Each source of traffic has its own landing page.

By having a survey on your landing pages, you can find out what people are thinking when they first come to your website. And the more you know about them at the moment they first come to your site, the easier it is to create successful sales copy for your landing pages.

In fact, the survey responses you get almost write your sales copy for you. Where they say they are looking for something, you simply tell them on your landing page that you have it and show them how to get it. It really becomes that simple.

That being said, this research data works best when combined with knowing at least the basics of marketing and copywriting. So, if you haven’t already, you’ll want to begin studying the basics of marketing and copywriting. That, combined with doing these surveys, will make your landing pages truly excellent; more conversions, more email opt-ins and more sales.

**How The Landing Page Survey Works**

For the landing page survey, we ask just two questions. And we ask those questions for very specific reasons.

The first question is...

* “What’s your single most important question about \_\_\_\_\_?” (You fill in the blank with the main topic of your business or the market you’re in.)

For example, if you run a gardening website, you’d put the word “gardening.” It could also be “marketing,” “youth football,” or “blackjack.” It depends on your market. It should be a very broad term that describes the market you’re in.

This question is important because it captures the main reasons people are visiting your website. Their survey responses will be full of all the reasons they were prompted to click your advertising and visit your website.

And, if you know the reason they first visited your website, you know what’s motivated them to take action. And so you can likely just repeat what they said back to them on your website and motivate them to take action again.

But this question is also important because it allows us to find out which survey responses are from hyper-responsive prospects. This works because hyper-responsive prospects leave long, passionate answers to this question. They won’t leave just a 5-word response. They’ll leave a long description of their problem and ask you something they really want to know.

So we can look at the length of their response using free spreadsheet software. Then, we know to study the survey responses of the hyper-responsives more closely. These will tell us the most about the market. It will also allow us to target the hyper-responsives. And, as we discussed before, the hyper-responsives are the segment that spends the most money in the market.

This first survey question is also important because the level of passion of a response is in direct proportion to the length of the response. And, when someone leaves a long passionate answer, it’s an indicator that they are willing to pay more for a solution to their problem.

It indicates they are hungry for a solution, they aren’t finding a solution elsewhere, and they’re willing to invest in a relationship with you in hopes of finding a better solution.

This is important. Most training information for doing surveys focuses on what concerns come up the most frequently. But, instead, we are going to focus on which ones people are willing to pay the most money for instead. This is a much better way to use a survey. Because the more passionate their response, the more severe their problem is. And so the more they’re willing to pay for a solution.

**The second question in the survey**

The second question in the survey is...

* “How difficult has it been for you to find a good answer to your single most important question?”

And, next to this question, you include 3 radio buttons with the following 3 options…

* Very Difficult
* Somewhat Difficult
* Not At All Difficult

This questions is important because it allows us to find market gaps; things that prospects want but that no one is offering.

Knowing this information empowers you to be the only vendor in your market offering products that serve those market gaps. And that sets you apart from other vendors in the market. And so it becomes much easier to attract customers, because they have a reason to buy from you instead of from the competition.

Asking this second question is also important because, when it’s more difficult for them to find a solution to their problems, they are usually willing to pay more money for a solution. Especially if they also left a long passionate answer to the first question in the survey. (the long, passionate answer indicates it's a more severe problem)

And, lastly, hyper-responsives are more likely to say it’s been very difficult for them to find a solution. This is because hyper-responsives are more advanced in the market and so are often searching for more advanced topics that aren’t easy to find a solution for. So this question can also indicate which survey responses are more hyper-responsive. Especially if they also left a long, passionate answer.

**How To Setup A Landing Page Survey**

The easiest way to setup a landing page survey is to do a two-step marketing process. Offer something for free on all your landing pages. Then website visitors enter their email and then receive your free gift. And then you follow up with them via email about possibly making a purchase.

This works best because it gives them an incentive to fill out your survey. Also, this is already a common marketing practice. So, for many types of businesses, this survey process will integrate into their existing marketing practices.

This also makes it easier because you can simply store the survey data in the database for your auto-responder software. Instead of having to find different software specifically for doing surveys. You can do this by simply adding additional fields your existing email opt-in form.

And most autoresponder software offers an easy-to-use WYSIWYG editor that makes it easy to add extra fields to your email opt-in form. So the whole setup process becomes quite simple.

If you aren't sure how to do this, get in touch with the support staff for your autoresponder software. They should be able to help you add fields to your existing form. Or, alternatively, you could hire someone to help you do this.

Just to be 100% clear, we've included a screenshot below. This screenshot shows an example email opt-in form survey. Yours would be similar. Except yours would only ask 2 questions. It would also ask different questions.



When setting up the survey, make sure that only their email address is required to submit the form. You'll be able to set this up in the WYSIWYG editor of your autoresponder software. That way, not everyone has to take the survey to opt-in to your email list. But many people will.

Also, make sure to tell them that only their email address is required. If you don't do these 2 things, your opt-in rate may go down. So it's worth taking the time to do them.

**Survey Setup Part 2**

Once you’ve added the two survey questions to your opt-in form, the next step is to write your landing page sales copy. It should, primarily, sell them on getting your free lead magnet (opt-in freebie). Secondarily, it should sell them on taking the survey.

Use your copywriting skills here. Or work on learning basic copywriting skills so you can do this part.

For selling them on doing the survey, tell them that you will go through the survey responses and use them to create products and free content. So if they take the survey, they can get help with their specific needs soon. Also, remind them that it will only take one minute to fill out the survey.

Also, you’ll want to make sure that the freebie you offer on your landing pages is something very enticing. So they are really motivated to fill out the survey. Ideally, it’s a solution to exactly what’s on their mind when they get to your landing page.

Once this is setup, it's as simple as continuing to get traffic on these pages as you usually do. The survey will get completed over time.

**A Word Of Caution**

Many business owners and marketers are tempted to add additional survey questions. But be careful about doing that for your landing page surveys. When you’re surveying cold prospects, asking a lot of questions can lower your opt-in rate significantly. Often, asking more than 3 questions will cut your opt-in rate in half. It also raises your bounce rate which creates Google quality score issues.

So, if you want to ask more questions, you want to survey the warm prospects on your list instead. To do that, you can pay attention to our next type of survey that is coming up later in this guide.

**The Best Place To Do Landing Page Surveys**

Because you are doing a surveying on your landing pages, you can collect survey information about any traffic source. But there is one traffic source that is the best for this type of survey. And that is doing PPC on search engines.

First, let me say that this is not required. You will still get valuable information from surveying other traffic sources. But, if you can afford it, doing SEM PPC gets you even higher quality information.

The reason SEM PPC is even more powerful for surveys is because the people searching on a search engine are in a different mindset from other traffic sources. For other traffic sources, they basically stumble onto your advertisement and then you get their attention so they click through.

For SEM PPC, they are actively searching for a solution. They are in the heat of the moment. They are experiencing the problem right now in the moment. And so they have a different thought process and they’ll give better responses to your survey. They’ll tell you exactly what they are going through right now while they are really irritated by their problem.

And these “in heat” survey responses give you information that is more powerful for motivating website visitors to take action. Because it takes more to motivate them to actively start searching for a solution, so the survey responses reflect more powerful motivators. You can then use these more powerful motivators in your advertising.

In closing, you should also note that this won’t be possible for all businesses. Some businesses just don’t work with SEM PPC. For example, if you are targeting a specific group of people (such as lawyers, dentists, construction companies, etc), you have no way of finding them using keywords on search engines.

Also, some markets don’t have a lot of traffic on search engines. But have a lot of traffic from other sources. If that’s you, there won’t be enough traffic on search engines to do the survey in a reasonable amount of time. So you’re better off doing it elsewhere.

But many businesses will have this as an option.

If you're starting a new business, you might even consider starting a business that works with SEM PPC. Just so you can do your market research there. Your financial risks will be lower for your new venture.

**Survey #2: Conducting An Email Survey Of Your Customer List**

The second type of survey that is important is doing a survey of your existing email list. This survey is similar to the landing page surveys in some ways. But it also poses some different questions that are important. It is also delivered at a different time.

The landing page survey occurs when they first come in contact with your website for the first time. When you survey your existing email list, they’re going to see the survey after they’ve been on your list for two months. Each survey will get you a different set of data. And will be useful for different things.

**The New Survey Questions And Why**

Let's take a look at each question in the survey and why it's important that we ask it. To see the full survey, you can open the email template that came with this report.

The first survey question is…

* Question #1 - What’s the single most important issue my newsletter, products and services have not yet addressed? (Feel free to take as much space as you like)

This question, as you can tell by reading it, gets at the “gaps” in your own business. The places where there are things your customers want but you aren’t yet giving it to them. So the responses to the survey will highlight places your business can expand. And you’ll be able to expand with confidence instead of taking big risks.

This could give you ammo for new products or even creating higher-priced versions of existing products. It could also lead to ideas for new free content.

The second question in this survey is one we’ve already seen before. The how difficult question.

* Question #2 - How difficult is it to find a solid solution for that issue elsewhere? Very Difficult, Somewhat Difficult or Not At All Difficult.

And we include it here for the same reasons as we included it in the landing page survey.

The third question is the why question.

* Question #3 - Why do you say that? (Again, please take as much room as you like and the more specific you can be, the better!)

We ask this question for the same reasons we ask the first question. It just gets us more information. When you ask this question, it gets people to expand on their response to the first question. It gets them to open up and share their story behind their response. And often they share additional critical information that can help your business.

The fourth question…

* Question #4 - Last … I MAY wish to talk to you more about \_\_\_\_\_\_ (problem you are solving for the market or benefits offered). Would you be willing to do a PAID 30 minute telephone interview for US $20? (If so, please also leave your number in your reply. It doesn’t matter where you live. We won't try to sell you anything.)

This question is important because, if someone is willing to leave you their phone number, they are usually more dedicated. And they are more likely to spend more money to get a solution.

Also, if they are willing to get off the Internet to find a solution (and spend more time finding a solution), they are more motivated. And so, if someone leaves you their phone number, you'll want to pay special attention to their answers to the other questions. It’s likely those benefits lead to a greater level of motivation compared to other benefits. So mentioning them in your promotions will be even more powerful.

Also, as you may have guessed, hyper-responsives are also more likely to be willing to leave their contact information. So you want to study more carefully the survey responses of anyone who leaves their contact information.

And, lastly, if you actually do these telephone interviews, it can take your market research to a whole other level. Because there’s certain market research information that’s hard to get any other way. We’ll talk more about doing this later in this guide.

And, keep in mind, you don’t want to offer money to fill out the survey. Doing this biases the data towards the less hyper-responsive end of the spectrum. And so it obscures your data in unwanted ways. So just ask people to fill it out for free.

But for the phone interviews, it's okay to pay them. You'll get more people to do it. And you already know they are hyper-responsive if you only contact the hyper-responsives from the survey.

**Surveying Your Prospects Is Also An Opportunity To Bond With Them**

Many business owners wonder if anyone will even take the survey. They feel like they might be asking them too much.

But, believe it or not, your customers are usually glad to share their opinion. Especially if you’ve been following up with them and providing value in their lives. Because, if you have been, they often feel they’d like to give back in some way.

Your customers also like to feel their opinions are important. So they are often glad to share them.

In practice, most businesses will get even more responses (and longer responses) from surveying their customers than they did from surveying on landing pages.

**How The Survey Works**

There are two main ways to do an email survey. The most common method is to send them to a separate website that asks them survey questions. But, in practice, sending email readers to a separate survey website usually cuts your response rate by 50%.

Instead, what you can do is have them take the survey right there in the email. They simply hit reply and reply to your email directly with all of their survey responses. Doing it this way will get you twice as many survey responses.

To make this work, you want all of the survey responses to go to their own separate email inbox. So you want to make a free email address at a service such as gmail.com. Then, when you send out the survey, have the “from” address set to that free email address. That way, when people hit reply to respond to the survey, their response will go straight to that inbox.

If you were to send it to your standard email inbox, you’d struggle to separate the survey responses from the regular mail and there could be some confusion. So setting up a dedicated inbox is best.

Then, once you’ve collected at least 200-300 survey responses, you’ll simply enter the data from that email inbox into the scoring spreadsheet that came with this report. We’ll cover how to do that later in this report.

**How To Setup The Email List Survey**

The best way to use this survey is to take the email template that came with this report and make it an automated email in your autoresponder system. Ideally, you’d mail it two months after someone joins your list. This gives them a chance to be exposed to your sales system before asking them what benefits you haven’t addressed yet. They’ll be able to provide a more informed answer to the question after being around for 2 months.

Also, if you're autoresponder software supports it, you'll want to broadcast the survey to everyone who has already been on your list for 2 months. If you aren't sure how to do this, talk to the technical support staff for your autoresponder software. This way, you can get the 300 responses sooner.

**Survey #3: How To Kill Two Birds With One Stone - Product Feedback And Testimonials**

One of the most important places to survey is after someone purchases one of your products. Particularly, after they’ve used it for a while. Because when you have great products, it creates more positive word of mouth about your business. So improving your products based on customer feedback is an important part in your business development campaign.

Plus, if you do the survey a certain way, you can gather high quality testimonials for your products at the same time. And testimonials can significantly raise your sales volume.

One challenge with gathering testimonials is that they are usually vague and bland. Customers are just not professional writers and so they don’t know what to say really. So it can be hard to get testimonials that are usable and will help sell your products.

With this survey, it guides the customer to write the testimonial in a way that makes for a great testimonial. So you’ll get a lot more useful testimonials this way than from other methods.

Plus, this method of gathering testimonials is automated. You simply insert the email template into an autoresponder two months after they buy a product. So it doesn’t cost you a lot to get these testimonials.

And you’ll get a higher response rate from this testimonial-gathering email than you would from an email just asking for testimonials.

**Survey Questions**

The first two questions are designed to help us get testimonials…

* 1) What was the single most important problem you were hoping to get help with when you \_\_\_\_\_\_ (subscribed/purchased the product/etc)? (Feel free to take as much space as you like)
* 2) Did I help you with that problem? Did I go above and beyond to help with anything else in your \_\_\_\_\_\_ (business, marriage, etc)? (Again, please take as much room as you like and the more specific you can be, the better!)

When they answer these two questions, in that order, it guides them to write a good testimonial. It gets them to tell their story in a way that will resonate with other potential customers who are in a similar situation. Because the testimonial will say they were in the same shoes as your prospects and were able to find a solution. It's suggestive of what might happen for them too.

Keep in mind: if you get responses saying you didn’t help them resolve their biggest problem, then you know you can probably make some improvements to the product.

The third question is designed to help us find out how we can improve the product…

* 3) How can I improve?

The fourth questions is just getting their permission to use their testimonial.

* 4) Can I quote you? (If so, may I also use your full name and city so people will know you're a real person? That would be really helpful)

**How To Setup The Testimonial And Product Feedback Survey**

You want to set this up just the same as you do when surveying your customer list. You create a separate free email address. Then you set the “from” line for the automated email to be that free email address. You want to use a different email address for each survey you do. You need to keep survey responses separate so you know where the survey responses came from.

The best way to do the survey is to collect testimonials for your free newsletter. Because there are many more people on your newsletter than there are people who buy from you. So you can gather many more testimonials (and sooner) by surveying your newsletter than you’d get from surveying people who bought your product. And, if you’ve structured your advertising campaign well, your newsletter and your products will be closely related. So most of the testimonials for your free newsletter will also work for promoting your products.

This will also enable you to get feedback about your free newsletter. So you can improve it and so convert even more prospects into customers.

So take the testimonial survey template that came with this report. And set it up to go out 30 days after they’ve joined your newsletter list.

You may also consider doing an email broadcast in your autoresponder software. Send it to anyone who has been on your list for more than 30 days. But, if you do this, make sure to stagger it so that some people aren't getting multiple surveys in the same week (assuming that you also broadcasted the email list survey to people who've been on your list for 2 months). Ideally, the surveys would arrive a couple weeks apart.

**Setting It Up For Other Products**

It’s also helpful to setup this type of survey for each of your products. You’d simply set it up so that it automatically goes out 30 days after they make a purchase. That way, they have time to experience the product before taking the survey.

How you set that up will vary depending on the autoresponder software you use. If your shopping cart is combined into the same software as your autoresponders, you’ll be able to add someone to a buyer’s list automatically after they buy.

If your autoresponder software is separate from your shopping cart, you’ll need to setup an opt-in page that they see after making a purchase. And then they need to enter their email address to get on the new list. You’ll also need to use your copywriting skills to entice them to get on the list. Perhaps even offering some kind of free gift that they receive as a result of getting on the list. Otherwise people won’t sign up for it.

You may also want to email broadcast this survey to all past buyers of your product. But make sure to stagger the surveys a bit so some people don't end up with 4 surveys all in one week.

**What To Do With Your Survey Responses**

Once you’ve conducted your survey, you need to know how to make use of your survey data. To do this, we’re going to make use of spreadsheets. So if you don’t have any spreadsheet software, you’ll want to visit libreoffice.org. Download their software “Libre Office.” It includes free spreadsheet software that you can use. It's called “Libre Office Calc.”

**Getting The Data Out Of Your Landing Page Surveys**

For the landing page survey, you want to keep running the survey until you get 200-300 survey responses. As a rule of thumb, you’ll need that many survey responses in order to have enough data for the results to be statistically significant.

Once you have that free spreadsheet software downloaded, open the following spreadsheet that came with this report: “Landing Page Survey - Scoring Sheet.xls”

Now, go to your autoresponder software and download your database as a spreadsheet file. Most autoresponder software comes with this option. If you're not sure how to do it, contact the support staff for your autoresponder software. They should be able to help you out.

Open the spreadsheet you just downloaded. Now, simply copy and paste the data from the question column into the “what” column in the other spreadsheet. Then, do the same for the how difficult question.

For the how difficult question, you’ll want to go back and reformat all the responses. Because the scoring spreadsheet can only read very specific ways of wording the question. So it needs to be formatted as one of the following 3 options…

* Very Difficult
* Not At All Difficult
* Somewhat Difficult

It needs to be title case (the first letter of each word is capitalized). And needs to look exactly like the examples above. If it's not exactly like one of these 3 options, the scoring sheet won't recognize it.

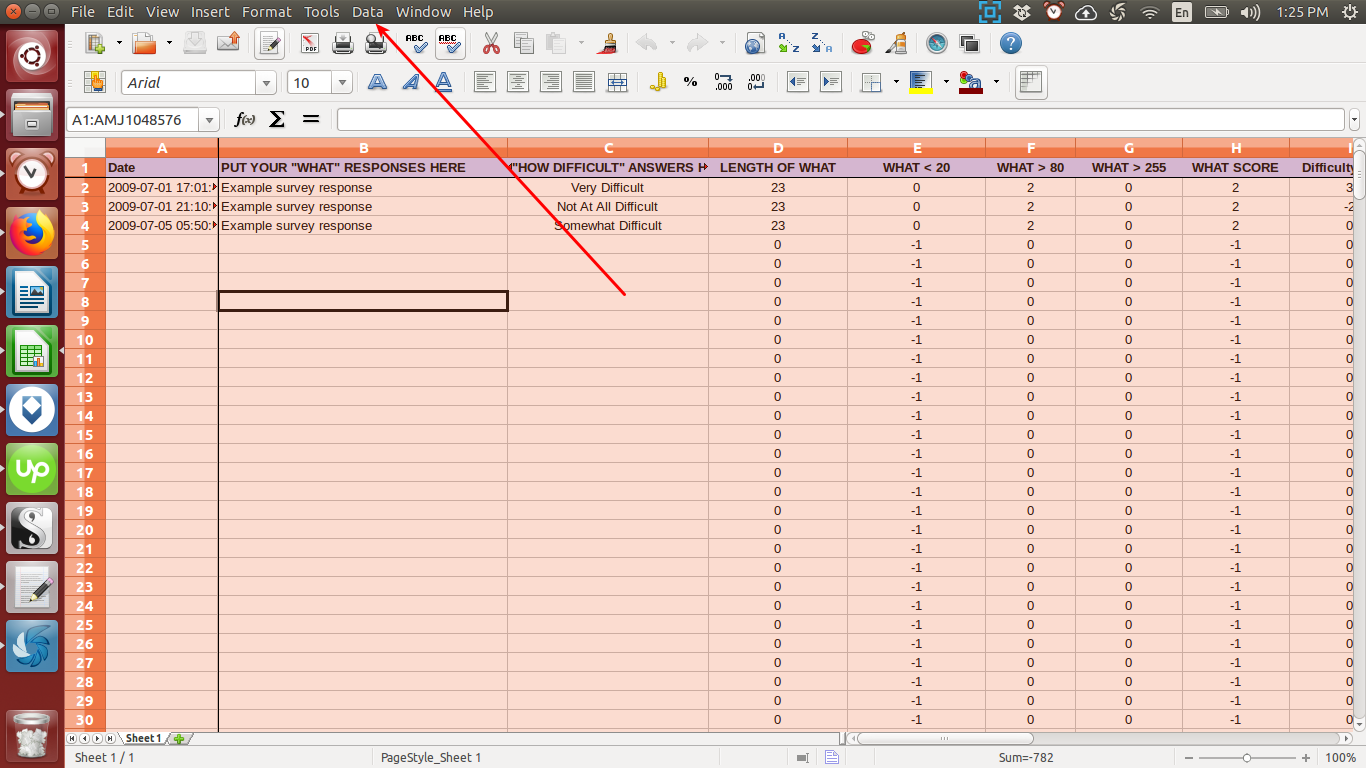
These are the only two changes you need to make to the data on the sheet. The other columns are already setup the way they need to be. And as you add the data from your survey, they’ll automatically update to calculate a score for each survey response. So don't change anything else on the sheet or you might break it.

If you scroll to the right on the scoring sheet, you'll see a column called “Total Score.” This is the hyper-responsive score. The higher the score, the more hyper-responsive the person who gave that survey response. So you’ll want to study those ones more closely.

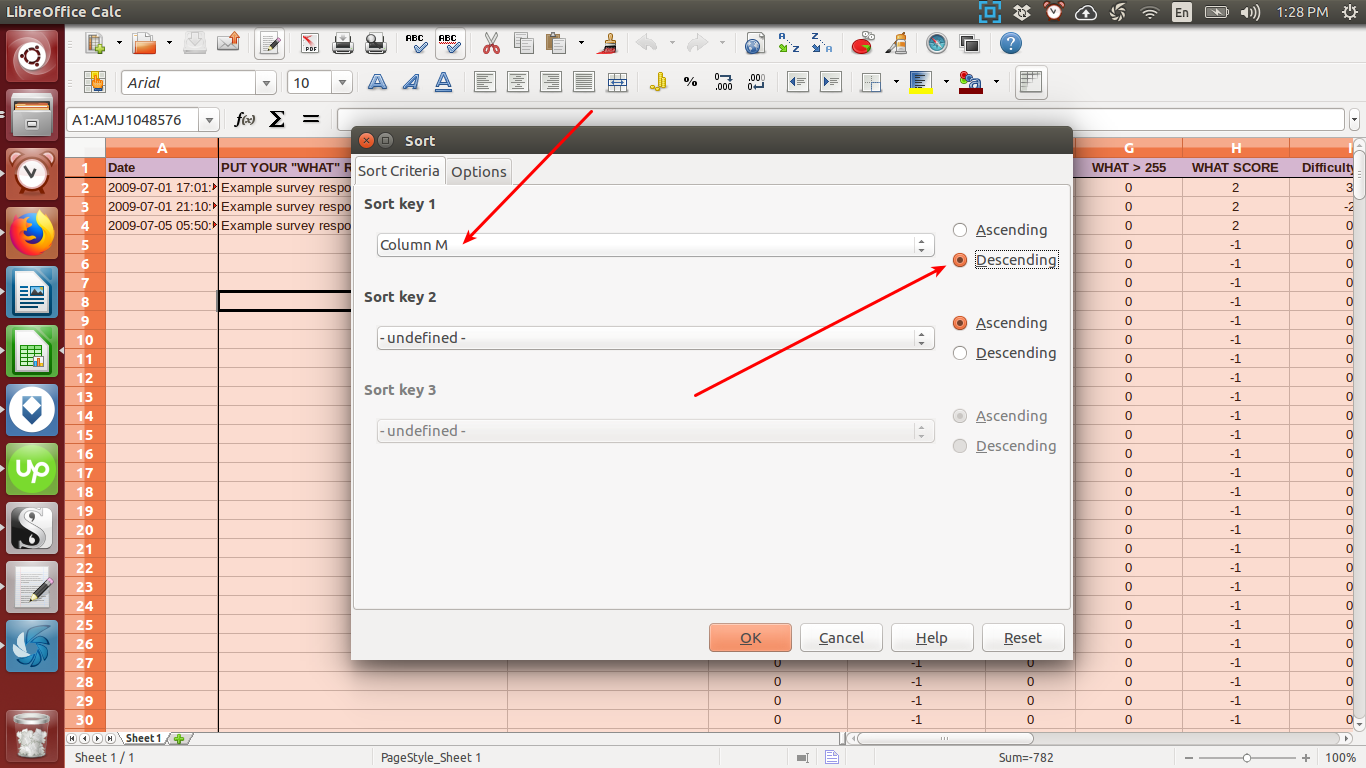
To make it easier to study just those responses, you’ll want to sort your spreadsheet by the total score column (AFTER you’ve entered all of your survey data). This makes it so that all the high scores are at the top instead of scattered all over the spreadsheet.

To do that, start by opening your scoring spreadsheet. Then hold down the control key and then pushing the “a” key on your keyboard. This will select all of the data in your spreadsheet.

Then go to the “Data” menu on the top bar of the software. Click it and then when it opens select “Sort.”



Then a menu will open. The same one as in the screenshot below. Change the “sort key 1” to the total score column (in this case, it’s column M). Then change it to “descending.” Then click OK. The software will pause for a moment while it sorts the spreadsheet.



Now, all of the survey responses with a high hyper-responsive score are at the top. The next step is to take the top 20% of survey responses and copy and paste them into a separate text document. All you need to copy and paste is just the column “what question” responses.

Make sure to save your scoring spreadsheet, though. You may want to come back to it in the future.

If you don’t have any text editing software, download “Libre Office” from libreoffice.org. It includes software called “Libre Office Writer” that will cover all of your text editing needs.

The reason we put the top 20% into a separate text document is because it’s easier to read the responses. So you can then study the top 20% of survey responses more closely.

Why the top 20%? Because those are the most hyper-responsive survey responses.

Now, take the rest of the survey responses and put them into yet another separate text document (keep these separate from the hyper-responsive survey responses).

Later in this guide, we’ll talk about the next step to take for turning these survey responses into products and promotions.

**Getting The Data Out Of Your Customer List Survey**

For the customer list survey, you also want to get about 200-300 survey responses before you look at your data.

Once have have enough survey responses, open the file: “Surveying Customer List Via Email - Scoring Sheet.xls”

For this type of survey, you’ll need to get your data from the email inbox that you setup just for this survey. So navigate to that inbox. Then start going through the responses one at a time.

For each one, enter the data into the scoring sheet.

Put question #1 into column b on the first row.

Put question #2 into column c on the first row. Remember: just like last time, it needs to be entered exactly like the examples in the spreadsheet. It has to have the first letter of each word capitalized. And it has to be spelled exactly like one of the following:

* Very Difficult
* Not At All Difficult
* Somewhat Difficult

Put question #3 into column D.

If they left their phone number or email address, put it in column E. Then, if they left their phone number or email address, put a 1 in column F. If they didn’t, leave it blank.

Repeat this process for each email survey response. Until you’ve entered all of the responses into the spreadsheet.

Remember: these are the only things you need to change on the spreadsheet. The rest of the data is already previously setup to calculate the scores. And it will automatically update as you add the data. So avoid changing anything else in the spreadsheet or it could break the calculations.

Once all the data is entered, the “Total Score” column will tell you which survey responses are the most hyper-responsive.

To make it easier to study just those responses, you’ll want to sort your spreadsheet by the total score column (AFTER you’ve entered all of your survey data). This makes it so that all the high scores are at the top instead of scattered all over the spreadsheet.

To do that, skip back to the landing page section right before this one. It has full instructions for sorting your spreadsheet.

Now, all of the survey responses with a high hyper-responsive score are at the top. The next step is to take the top 20% of survey responses and copy and paste them into a separate text document. You’ll want to grab just column B and column D for now. The other questions can stay in the spreadsheet.

Just organize them into a bulleted list in the separate text document.

Make sure to save your scoring spreadsheet, though. You may want to come back to it in the future.

If you don’t have any text editing software, download “Libre Office” from libreoffice.org. It includes software called “Libre Office Writer” that will cover all of your text editing needs.

The reason we put the top 20% into a separate text document is because it’s easier to read the responses. So you can then study the top 20% of survey responses more closely.

Why the top 20%? Because those are the most hyper-responsive survey responses.

Now, take the rest of the survey responses and put them into yet another separate text document (keep these separate from the hyper-responsive survey responses).

Later in this guide, we’ll talk about the next step to take for turning these survey responses into products and promotions.

**Getting The Data Out Of Your Product Feedback And Testimonials Survey**

For the other types of surveys, you just want to do it until you get 300 survey responses. You might keep them going until 1,000 if you really want to get extra credit. But, after that, you can just discontinue the survey and work with the data you gathered.

For this type of product feedback survey, you want to keep doing it on an on-going basis. Because it gathers more and more testimonials for you. So rather than wait for 300 responses and then analyze it… you’ll want to simply check in on how it’s doing every so often. For most businesses, once a month should be sufficient.

When that time comes, you want to simply gather the data into a separate document. Gather the testimonials into their own document. Gather the product feedback into its own document.

Then schedule in your calendar or productivity system to go through this data and decide what to do with it. For the testimonials, you want to keep your sales copy up to date with your best testimonials. For the product feedback, you want to make improvements on a continuous basis. So schedule to do so when the time is right.

**Translating The Survey Data Into Free Content, Products and Promotional Materials**

Once you’ve conducted your surveys, the next step is putting it to work in your business.

But, before we do that, I should tell you something. The hyper-responsive survey data is perhaps the highest quality market research data you can get. So if you’ve done other market research of any kind, always prioritize your survey data ahead of it. If there’s a conflict, go with what was in the survey. Also, when creating sales copy, use the data from your survey to write the copy before using data from other sources. The data from surveys should also come first on all your promotional materials. It’s simply higher quality data. So it needs to take precedence over other market research data.

**Make A Market Research Summary**

Before you’re ready to put your survey data to work in your business, you need to create two research summaries. These will make it a much easier process.

One summary is for the landing page survey. One is for the customer list survey. Both will follow the same process.

Start by opening a new text document for each research summary. On each one, make two categories: problems and benefits/goals.

Now, go over all of your survey responses and sort the data into those two categories; making two lists of data. A list of all the problems the audience is facing. And a list of all the benefits they want or goals they are trying to achieve.

Then sequence both lists. The first item at the top should be the most frequent one in the survey. Second should be the second most frequent. And so on.

Just do this sequencing off the top of your head. You’re just “eyeballing it” here. You should be able to get it close enough this way. And then you can use split testing to find the exact order of which ones are the most important.

**Landing Pages, Promotional Materials and Lead Magnets**

The first place to start is by using the data to improve your landing pages and your opt-in freebie (also sometimes called a lead magnet).

Ideally, your lead magnet will be something that represents exactly what people were looking to get when they came to your website. So go through your landing page survey results and look for the one thing that the hyper-responsives all seemed to want more than anything else. The most frequent thing amongst hyper-responsives. Base your lead magnet around delivering that benefit or solving that problem. Just “eyeball” it based on your experience with reading through all the data.

Keep in mind, your lead magnet can solve many problems. But it should solve just one or two as a broad theme that encompasses everything else.

Then, your landing page should be based around selling this new lead magnet. Ideally, your headline and opening of your landing page will represent exactly what is going through their mind when they come to your website. You can get this information from the survey results. Remember to mostly focus on the hyper-responsive survey responses when looking for this information.

The most frequent thing amongst hyper-responsive survey responses goes in your headline. Then the second most frequent. Then third. And so on. Look at your research summary to see this sequencing and what to say.

Then, you’ll want to apply these same tips to improving your other promotional materials such as any sales letters or emails. Your first email should be about the #1 problem and # benefit/goal on your research summary. Or maybe a combination of the top 3. Then your second email should continue that solve the next problems in order. Remember, for big problems, you'll keep talking about them over time. For smaller problems, you may only need to speak on them briefly.

You’ll also want to make sure to write as much of your sales copy as you can in their own words. Just use their words verbatim from the survey responses. Of course, you won’t be able to copy it exactly. But you should aim to get it as close as you can. People tend to respond better to hearing things in their own language than they do hearing it in your voice.

You’ll also want to avoid using big over-the-top claims in your sales copy. This kind of thing is common in many copywriting circles. But it doesn’t work the way it used to. These days, you’ll do better using realistic claims. It shouldn’t sound too good to be true.

This is also important because hyper-responsive prospects tend to know the market really well and have really sensitive B.S. detectors. So if you use any really big claims you’ll chase away all the hyper-responsives. So don’t exaggerate. And you may need to understate some of your claims just to make them more believable.

**Free Newsletter and Products**

The next step is to improve your free newsletter. Start by putting your 12 best testimonials on your landing pages. If you have more than 12, it can start to lower your opt-in rate for some reason (not sure why. Just an observed phenomenon).

Then, look at the results for the customer list survey. Some of the things you haven’t yet addressed can be added to your free newsletter. Some might go into improving your products. Keep in mind, it could also be ideas for new free content or new products as well. It’s up to you how to best structure that.

**Conducting Follow-Up Interviews**

Doing both the surveys and the follow-up interviews is one of the most important things you can do for your business. No exaggeration. So we strongly recommend you take the time to do these.

Simply follow-up by calling or emailing people who left their contact information. And setup the interviews with them. Tell them you’ll need between 10 and 30 minutes. And remind them that you’re offering to pay $20 if they are willing to do it. Remember to only do this for the most hyper-responsive prospects. So the survey responses with the highest hyper-responsive score.

Ideally, you'll conduct at least 12 of these interviews. But more is better.

Also, remember to setup some software to record the interview. If you aren’t sure what to use, you can use the free calling software called Skype. There are a number of free software applications for Skype that will record the call and are easy to use.

**How To Conduct The Interviews**

When people take your survey, they have to take their whole emotional experience and all the details and try to compress just the most important details down into a short response in writing. This removes a lot of the details. But those details can help you write your promotions. The more you understand their full experience, the more you know what to put in your advertising. And the higher your conversion rates will be, the higher your sales will be.

This is why it’s important to do telephone interviews. It allows you to ask questions and figure out the whole story.

The best start place is to simply discuss their survey response. Prompt them to start talking about saying “In your survey response, you said…” and then just read one part of it off of the sheet. Then ask that they tell you a little more about that. Do this for everything in their survey response.

If they ever say something that is unclear or is too vague, ask them to expand on what they meant so you get the whole specific details. You want to keep asking questions that steer them to be as specific as they can be.

As you do the interview, try to avoid steering the conversation where you want it to go. You want to gather the data without tainting it with your own assumptions about the market. So be careful not to ask questions that make it seem like they should agree with your opinions. Instead, focus on just getting their story.

Try to stay open to new information.

Once you've discussed their survey response, ask them what happened in their life that got them interested in your topic and has motivated them to search for solutions.

Whenever you ask them a question, remember to ask “what else?” a few times. This will prompt them to give a full answer instead of just a short quick answer. This way, you won't miss anything important. Often people won't share the real answer until you ask them to say more a few times. It takes some time for them to open up and realize you are sincerely interested in all the details.

**In Conclusion**

Doing this market research is one of the most important things you can do for your business. It's that powerful. It will revolutionize your products and your marketing. And, if you do it sincerely, it can take your business to a whole new level of success and income.

Even better, this kind of research will still apply years from now. For most markets, the market research data won't change much from year to year. So you can do this just once for most markets. And continue to benefit from it for years to come.

You'll have lower financial risks and higher financial rewards. And targeting the hyper-responsive segment will give you a substantial edge over your competition. It's something they don't even know exists.