**Course Checklist**

How to use “hyper-responsive” market research surveys to

take your business to a whole new level of success and income

The marketing secrets in this report are critical to your success. They can take your business to a whole new level of success and income. No exaggeration. But reading about them is just half the battle.

And scientific research has found very few people actually take action based on the books they read. That's why we've created this course checklist to give you a little accountability and a reminder. Simply print it out and leave it somewhere you'll be sure to see it (such as on top of your desk or on the refrigerator). That way, you'll be reminded to take action. Doing this is more important than you may realize. In our experience, we've found this reminder really helps our clients.

Each time you do one of the steps below, simply place a checkmark next to it. This creates accountability so you are more likely to take action on what you've learned. It shows you if the work is actually getting done.

**The Checklist**

* Step #1: Print this sheet
* Step #2: Leave this sheet somewhere you'll be sure to see it
* Step #3: Read the report titled “How to use “hyper-responsive” market research surveys to take your business to a whole new level of success and income” from start to finish (so you understand the full process and feel motivated to do it)
* Setup the landing page survey
  + Step #4: Add the survey questions to your email opt-in form (see page 12)
  + Step #5: Write your landing page to convince them to take the survey (see page 14)
* Setup the email list survey
  + Step #6: Setup a separate free email account to use with the survey (see page 18)
  + Step #7: Setup the email survey template as an autoresponder message (see page 19)
  + Step #8: Send an email broadcast using the email template (see page 19)
* Setup the product feedback and testimonials survey
  + Step #9: Setup a separate free email account to use with the survey (see page 20)
  + Step #10: Setup the email survey template as an autoresponder message (see page 21)
  + Step #11: Send an email broadcast using the email template (see page 21)
* Step #12: Get the data out of your landing page surveys (see page 22)
* Step #13: Get the data out of your email list surveys (see page 25)
* Step #14: Get the data out of your product feedback and testimonial surveys (see page 27)
* Step #15: Improve your landing pages, sales letters, newsletter and products (see page 28)
* Step #16: Conduct follow-up interviews (see page 30)