



Self-employment simplified.

Work1099 Training Manual



How To Use Market
Research Surveys To Identify
Hyper-Responsive Prospects
and Customers

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This Training Manual Covers:

- How to attract the most profitable customers to your authority site; 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 because they can craft better content and offers. The better you know your customer the higher your conversion rates go and the more sales you make.
- The complete steps to conducting market research on the “hyper-responsive” segment of the market using surveys.
- The hidden secrets to interpreting market research surveys. If you know this, you can craft your surveys to be 10x more effective and persuasive.
- 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 building a business or authority site 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. So, in all actuality, it's not even an educated guess.

Sometimes they guess right and but usually 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 you can drastically improve the chances that every promotion can succeed. Doing your

homework will allow you to avoid the stress and sleepless nights that come with not knowing if the next promotion will work.

This is also important because every sector becomes more competitive by the day. This shouldn't scare you. It should motivate you. And if it does scare you, I hope that it scares you into action.

Believe it or not, 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.

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.

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. Why is that? **Because you know what your customers want.** 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. 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. **They don't know what makes them "click," and you will.** 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. 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 identify your hyper-responsive customers among your prospects. 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 speaks in the same words that your customers themselves use, your conversion rates go up. Not only that, it allows you to identify search terms and keyword phrases that you would not have otherwise been able to find. 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 "I need to get rid of my headaches quickly and safely"

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. 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 Hyper-Responsive Surveys

When I say “landing page,” I'm referring to the keyword-targeted pages people see on your website. The pages they land on when they come from your traffic sources and lead generation sources, and organically via SEO search if you've followed the instructions in our other tutorials. In a good Internet marketing campaign, your website will have many landing pages. Each source of traffic has its own landing page.

By enticing readers to fill out a survey about themselves and their experiences, you can find out what people are thinking within moments of when they come to your website. And the more you know about them, 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. Even better, we've found that a customer often feels a bond with the company conducting the survey because they are looking for genuine feedback from customers.

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 (we have several tutorials available in the Work1099 library to help you on that topic.) That, combined with doing these surveys, will make your landing pages truly excellent; more conversions, more email opt-ins and more sales.

How To Setup Your Hyper-Responsive Survey

To get started, we'll need to have survey software available. There are free software solutions, but they're unprofessional and are just sales tools for the survey software companies, rather than being a sales tool **for you**. That's why we recommend you use SelfServe to create your surveys.

Surprise Bonus! As a big THANK YOU for your purchase of the Authority Site Launchpad VIP Program, you get 6 months of unlimited free access to SelfServe. [Simply signup at this link](#), then follow the instructions below.

Once you are logged into the SelfServe Member's Area, click on the "Create New Survey" button to get started. The instructions, which appear at the top of your survey, should say something like:

"We are looking for serious candidates who are looking to [solve problem x]. If you are interested in participating in our private launch and sharing your feedback with our team, please fill out the form below. Thank you for your interest, you will get a free thank you gift after filling out our survey."

For the 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 reason that person is visiting your website at that very moment**. 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.

If you're using **SelfServe** (again, available [free to you for 6 months](#) as a special thank you for being a VIP) then you will want to choose the **"large text box" question type**, because you want your hyper-responsive customers to have room to start engaging with you.

Add Question

Page Number	<input type="text" value="1"/>
Question Text	<input type="text"/>
Question Type	<div>-- Choose Question Type -- -- Choose Question Type -- Multiple Choice (One Answer) Multiple Choice (Multiple Answers) Large Text Box One-Line Text Box Multiple One-Line Text Matrix (One Answer) Matrix (Multiple Answers) Ranking E-Mail Box Demographics Conditional Redirect</div>
Answer Options:	
Required Question	
Randomize Answers	
View/Edit Questions	

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 problems people are willing to pay the most money to solve instead. This is a much smarter way to use a survey, because the longer and more passionate their response, the more severe their problem is, and 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

To do this in SelfSurvey, choose the **Multiple Choice (One Answer)** question type, then type in each choice on each line:

Add Question

Page Number	1
Question Text	How difficult has it been for you to find a good answer to your single most important question?
Question Type	Multiple Choice (One Answer)
Answer Options:	Answer Choices: Enter each choice on a separate line. Very Difficult Somewhat Difficult Not At All Difficult
Required Question	<input checked="" type="checkbox"/>
Randomize Answers	<input type="checkbox"/>
<button>Save</button>	

This question is important because it allows us to **find market gaps**; things that

your 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 sets you apart from other vendors in the market. It becomes much easier to attract customers, because you're solving their problems, instead of your 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. A combination of a "very difficult" with a long, passionate answer indicates it's a severe problem.

How To Setup Your Hyper-Responsive Survey

The easiest way to setup a landing page survey is to follow a two-step marketing process. Promise something for free on all your landing pages, something directly related to the keyword they were searching for. Website visitors enter their email to go to your SelfServe survey, and then receive your free gift.

When you're first getting started, you can offer free consultations (which you can use to build products) or even simple articles that have a catchy title. Your respondents aren't expecting an opus, and in fact, if you deliver too much, it can harm you. It can set expectations too high, confuse customers, or make them feel as though they don't need your product.

Alternatively, using SelfServe, you can collect their e-mail on the survey and **automatically add them to your list when they fill out your survey** if you are using Aweber. Simply choose the **E-mail Box** question type and add it to your survey when building it.

Add Question

Page Number	<input type="text" value="1"/>
Question Text	<input type="text"/>
Question Type	<div>-- Choose Question Type -- -- Choose Question Type -- Multiple Choice (One Answer) Multiple Choice (Multiple Answers) Large Text Box One-Line Text Box Multiple One-Line Text Matrix (One Answer) Matrix (Multiple Answers) Ranking E-Mail Box Demographics Conditional Redirect</div>
Answer Options:	
Required Question	
Randomize Answers	

View/Edit Questions

Page Number	Question Text	Action
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You deliver the gift you promised to respondents via your first autoresponder follow up message, and then use further autoresponder messages to sell them on your products and services.

With an SEO campaign, it's also really smart to send an e-mail broadcast to announce new videos and links. It gives a push to core videos or backlinks that are important to your business and helps boost view count and engagement, which in turn boost your rankings.

If you're building an opt-in page and not sending them directly to the survey, then your landing page should, primarily, sell them on getting your free lead magnet (opt-in freebie). Secondly, 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.

Tell them that you will go through the survey responses and use them to create products and free content. Remind them that it will only take one minute to fill out the survey.

Again, you'll want to make sure that the freebie you offer 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 more responses, more data, more hyper-responsive customers over time.

A Word Of Caution

Many business owners and marketers are tempted to add additional survey questions. But 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 on the first contact.

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 tutorial.

The Best Method To Test Your Hyper-Responsive Surveys

There is one traffic source that is the best for testing this type of survey. And that is purchasing PPC traffic from various 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 **high quality testing data, fast**.

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 require a little extra work to test with SEM PPC. For example, if you are targeting a specific group of people (such as lawyers, dentists, construction companies, etc), it is difficult to figure out who is behind the screen searching for those keywords on search engines, unless you are finding the very specific market language that those customers might use (the products they might purchase, etc.)

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 because it is fast and straightforward to test.

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 initial surveys in some ways. But it also poses some different questions that are important. It is also delivered at a later 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, finds 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 original 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.)

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. I offer them \$20 cash, or they can get \$50 off a product or service we offer. Do not offer a percentage - it's important that it's a direct, comparable dollar amount. Some will want to take the cash, and you should not pressure them to accept your coupon.

Also, if they are willing to get off the Internet to find a solution (and spend more

time finding a solution), they are very 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 tutorial.

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 new leads.

The best way to use this survey is to take the email template that came with this report, **Customer List Survey E-Mail Template**, 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.

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, which 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 question 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 e-mail 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 smart 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, but it's simple for most.

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

What To Do With Your Survey Responses

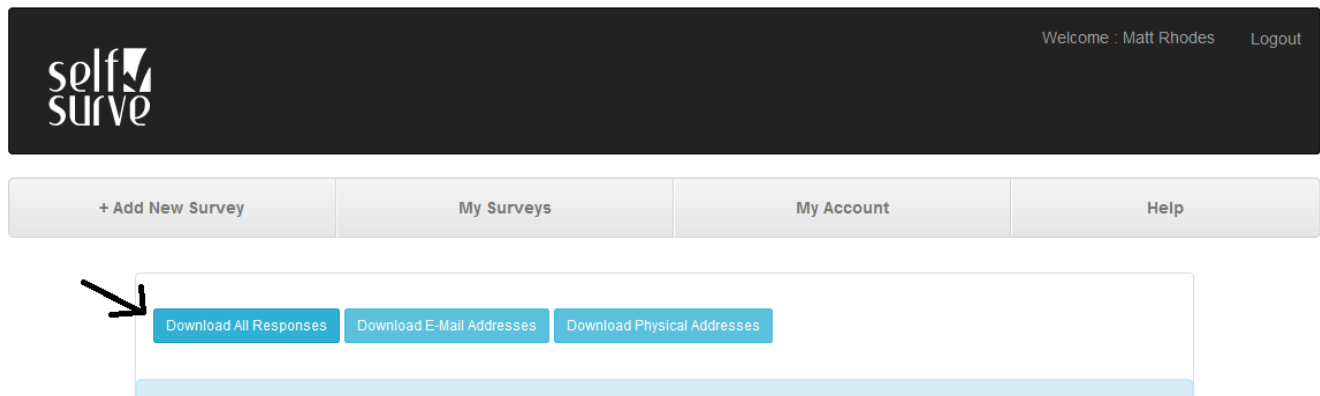
Once you've conducted your survey, you need to know how to make use of your survey data. To do this, we're going to make use of spreadsheets. So if you don't have any spreadsheet software, you'll want to visit libreoffice.org. Download their software "Libre Office." It includes free spreadsheet software 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 SelfSurve and download your responses as a spreadsheet file:



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.

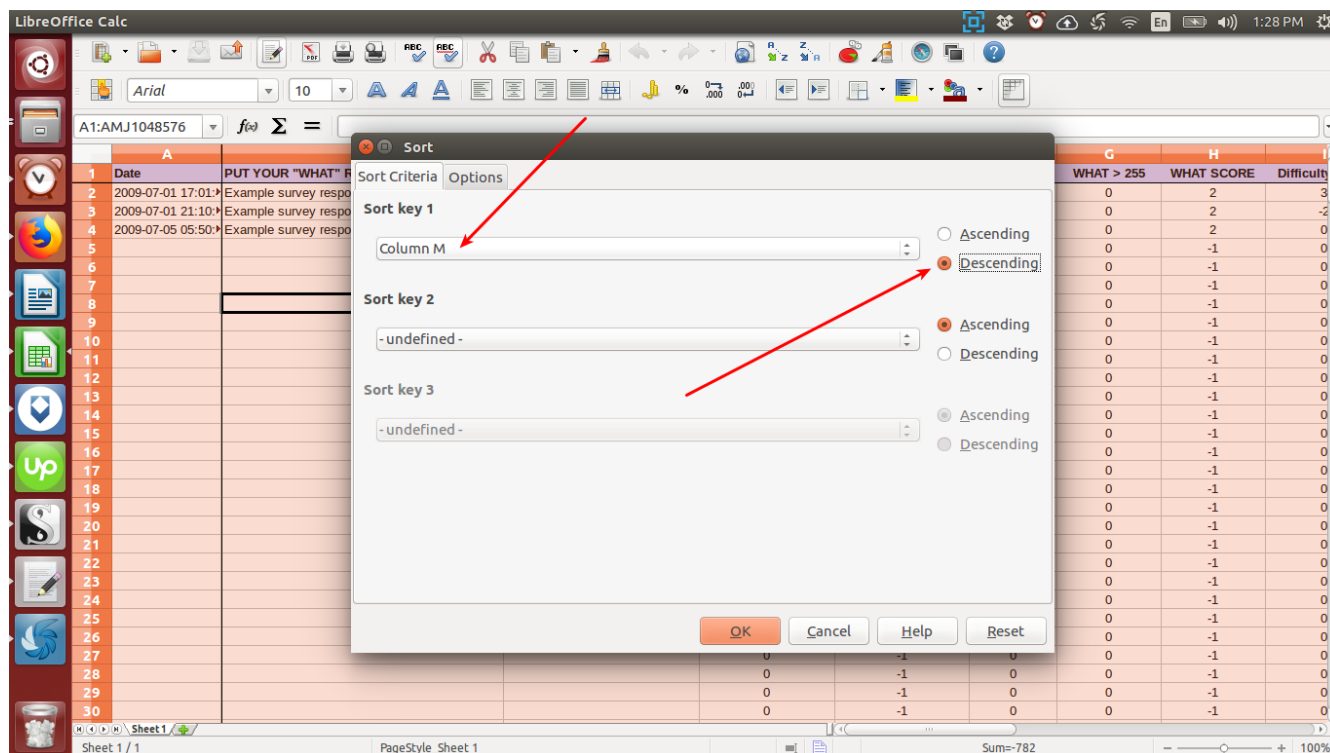
To do that, start by opening your scoring spreadsheet. Then hold down the control key and then pushing the “a” key on your keyboard. This will select all of the data in your spreadsheet.

The screenshot shows a Windows desktop with a taskbar on the left containing icons for various applications. The main window is Microsoft Excel, displaying a spreadsheet with the following data:

	A	B	C	D	E	F	G	H	I
1	Date	PUT YOUR "WHAT" RESPONSES HERE	"HOW DIFFICULT" ANSWERS HERE	LENGTH OF WHAT	WHAT < 20	WHAT > 80	WHAT > 255	WHAT SCORE	Difficulty
2	2009-07-01 17:01	Example survey response	Very Difficult	23	0	2	0	2	3
3	2009-07-01 21:10	Example survey response	Not At All Difficult	23	0	2	0	2	-2
4	2009-07-05 05:50	Example survey response	Somewhat Difficult	23	0	2	0	2	0
5				0	-1	0	0	-1	0
6				0	-1	0	0	-1	0
7				0	-1	0	0	-1	0
8				0	-1	0	0	-1	0
9				0	-1	0	0	-1	0
10				0	-1	0	0	-1	0
11				0	-1	0	0	-1	0
12				0	-1	0	0	-1	0
13				0	-1	0	0	-1	0
14				0	-1	0	0	-1	0
15				0	-1	0	0	-1	0
16				0	-1	0	0	-1	0
17				0	-1	0	0	-1	0
18				0	-1	0	0	-1	0
19				0	-1	0	0	-1	0
20				0	-1	0	0	-1	0
21				0	-1	0	0	-1	0
22				0	-1	0	0	-1	0
23				0	-1	0	0	-1	0
24				0	-1	0	0	-1	0
25				0	-1	0	0	-1	0
26				0	-1	0	0	-1	0
27				0	-1	0	0	-1	0
28				0	-1	0	0	-1	0
29				0	-1	0	0	-1	0
30				0	-1	0	0	-1	0

A red arrow points to the 'Data' menu in the Excel ribbon. The status bar at the bottom shows 'Sheet 1 / 1' and 'Sum=782'.

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 usually the most hyper-responsive survey responses, unless you have a particularly responsive list, which can happen if you’ve done a good job with business or personality branding.

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.

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 to refer back to the data while creating new products and services, looking for new keywords, and solving customer problems.

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 survey results and look for the one thing that the hyper-responsives all seemed to want more than anything else. **Deliver that benefit or solve that problem** 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 #1 benefit/goal on your research summary. 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 the free content you deliver to readers. Start by putting your 12 best testimonials on your landing pages. Our data shows more than 12 is too many.

Next, 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, especially since it is an opportunity to give them a discount on your products. Again, do not hard sell.

Remember to setup some software to record the interview and get their permission to record and distribute it. 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.