

# Work1099 Tutorial Checklist

## How to Harness “Hyper-Responsive” Market Research Surveys

Of all the tutorials we have, this is likely the most important one. Understanding your target market drastically increases your sales and conversions, which drastically increases the leverage of everything you do. But reading about it is just half the battle.

Scientific research has found very few people actually take action based on the books they read. The very fact that you have opened, are reading, and may have even printed this document puts you far ahead of approximately 50% of your peers, statistically speaking. You are far more likely to succeed. But we want you to take “likely to succeed” to “success.”

That's why we've created this tutorial 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 in the checkbox next to it. This creates accountability so you are more likely to take action on what you've learned. It shows you the work is 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 Market Research Surveys To Identify Hyper-Responsive Prospects and Customers” from start to finish (so you understand the full process and feel motivated to do it)
- Setup the SelfServe survey
  - Step #4: Add an email opt-in form to your website or link directly to your survey (see page 12)
  - Step #5: If linking to your landing page, convince them to take the survey (see page 14)
- Setup the email list survey
  - Step #6: Use Aweber to setup your e-mail list (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 Use Aweber to setup your e-mail list (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 SelfServe surveys (see page 22)
- Step #13: Get the data out of your e-mail 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)