

SURVEY GURU

Learn to Harness the
Power of Online Surveys
to Create Killer Products
& Skyrocket Conversions!

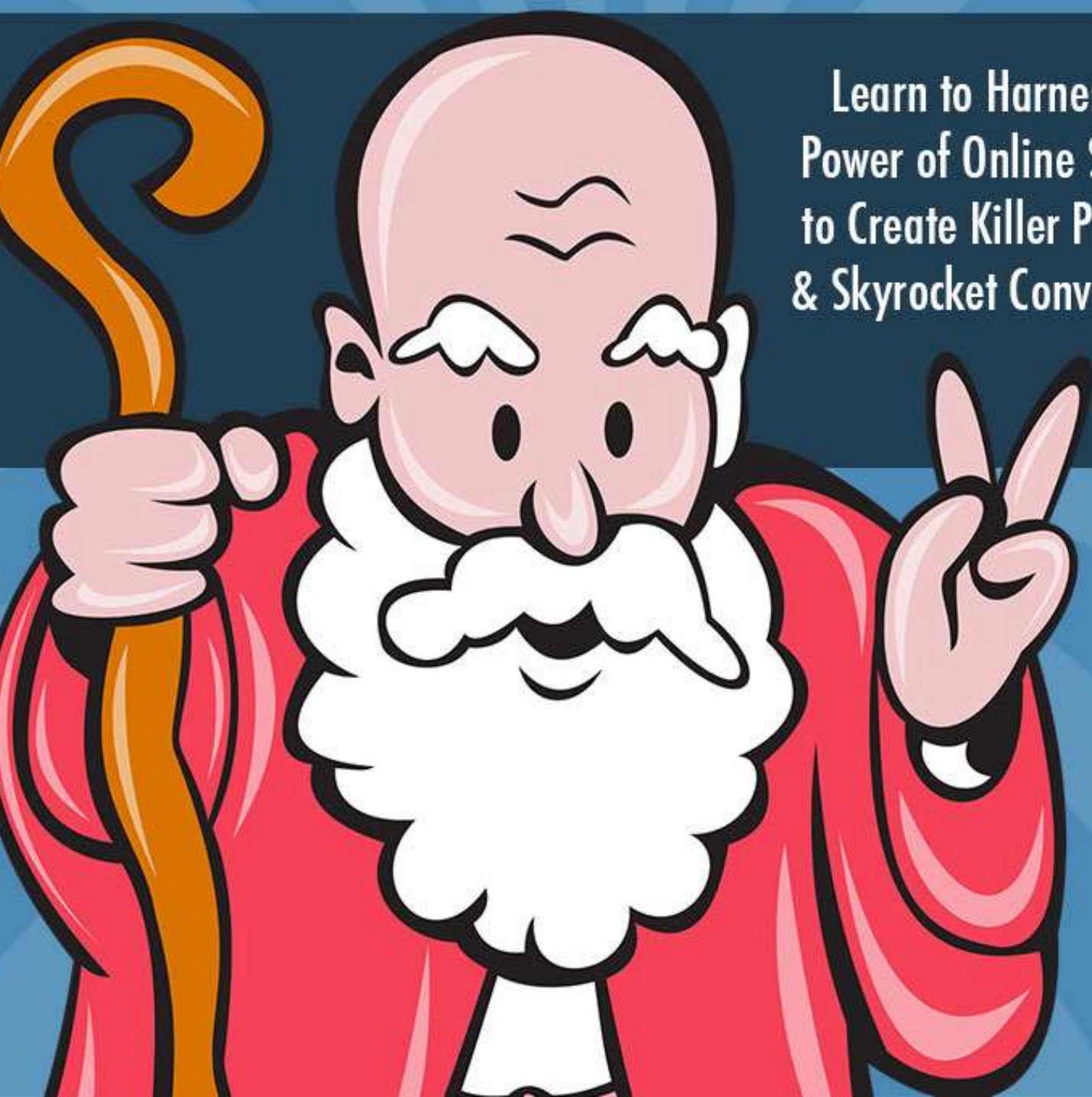


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Introduction

Surveys have a bad reputation online, mostly because in the 1990s and early 2000s, many companies scammed people with paid surveys, leaving a bad taste in their mouths.

The industry was full of scams. Survey companies used the promise of paid surveys to collect email addresses they would then spam the inboxes of people who took surveys. Often, they wouldn't even pay the people they promised to pay.

This practice is still in use today, but the practice isn't as profitable as it used to be, because people are now wary of the practice and are less likely to fall for the scams.

Many people don't understand the power of online surveys. Their vision is tainted by the thought of paid survey scams. But online surveys have a wide variety of uses that can really boost your business in many ways.

In this report, you're going to learn about a few of the many ways surveys can really boost your business. You'll learn how to get people to take your surveys, and how to use them to send your sales skyrocketing!

So let's get started.

Uses of Surveys

Surveys are useful in a wide variety of ways, and they can all be incredibly powerful and profitable if they are used correctly.

Product Development

One of the most profitable uses for surveys is in product development. You can use surveys to find out what kind of products people are looking for in your niche, what type of information they are most eager to learn, and how much they would be willing to pay for such information.

One of the trickiest things to do in business is to anticipate customer wants and needs. If you choose incorrectly, you'll create a product that people aren't interested in buying.

By using a survey, you can ask your potential buyers what type of product they are looking for. Just remember, you'll need to be rather subtle with the questions you ask, because most people probably won't want to help you create a product they will then need to pay for.

Here are some ideas for questions you might like to ask if you're interested in developing a product:

- What would you like to learn more about with regard to (NICHE)?
(Include a few multiple-choice options, plus OTHER.)

- If you said OTHER, please type in what you'd like to learn about.
- What format do you like your educational material to be delivered in? (Video, written, audio or all of the above.)
- If a product could help you achieve the one thing you answered in question one, how much would you be willing to pay for it? (Several multiple choice answers in price points you are considering.)

Product Improvement

If you have an existing product, a survey can help you refine it and improve it, driving more sales and thus making you more income. Even if your product sells relatively well as it is, there are always ways to improve.

Some questions that could help you improve an existing product include:

- Have you bought Product Name?
- If you haven't, why not? (Too expensive, need other payment options, didn't include the information I needed, not enough information on the sales page to make a decision, did not like the product's format, other.)
- If you chose "other" above, write in your reason.
- Have you bought other similar products?

- How much did you pay for other products? (Offer several price ranges such as \$0-\$17, \$18-\$27, \$28-47, etc.)

One great way to use surveys to improve your products is to offer a survey in a popup window after a person exits your site without buying your product. You can then ask them why they didn't buy, and what might prompt them to buy later.

Sales Funnel Improvement

Another great way to use surveys is to improve your sales funnel. If you don't know what a sales funnel is, basically, it's the funnel through which the average buyer travels from the moment they become a prospect until they actually buy something. (In fact, this sales funnel can go further when the buyer makes additional purchases, such as a One Time Offer that is presented after the initial purchase.)

Your sales funnel will look different depending on the type of business you run, the type of product you sell, where you sell (online, offline, by phone, etc.) and other factors.

A typical sales funnel for an online product sold through ClickBank might look something like this:

Prospect > Lead > Buyer > OTO Buyer

Here is what each of those stages would be comprised of:

- **Prospect** – Someone who doesn't know your product and probably doesn't know who you are comes to your sales page.
- **Lead** – That prospect enters their email address into your opt-in box to receive a free report as advertised in a popup on your sales page. That person then becomes a lead.
- **Buyer** – The prospect reads your free report and likes the content, and then returns to the sales page to finish reading it, finally buying the product.
- **OTO Buyer** – The buyer reads your One Time Offer (OTO) and decides to purchase this offer as well.

If you notice a lot of people making it to one particular stages but making it no further, you might want to send your leads a survey asking them why they aren't making it past that stage. You could also make this a popup on your website for people who leave your page without buying.

Customer Satisfaction Improvement

Finally, you can use surveys to improve your customer satisfaction, making people buy more products from you, trust you, and become loyal (potentially even avid) fans, who might even tell others about you.

As you probably know, customer service is one of the most important aspects of business. If you keep buyers happy, you minimize problems.

And if you respond quickly to the few problems you do have, you'll ensure your customers always stay happy.

Surveys are a great way to ensure customer satisfaction. You can use surveys to improve satisfaction in the following ways:

- Ask how their experience was after using your help desk or customer service email or phone number.
- Ask them how they are enjoying the product after they buy, and if they have any questions or concerns.
- Ask them what you can do better in general sense.

Tips for Creating Great Surveys

Surveys are only useful if people are willing to take them, and unfortunately, most online surveys are not conducive to getting people to complete them. People don't have a lot of time to waste, and they certainly aren't going to spend several minutes taking a survey just to help **your** business.

Here are some ways you can

1. **Keep Surveys Short** – One of the biggest mistakes people make with surveys is trying to find out too much at once. People have lives. They are busy. They don't have a lot of time to help you, even if they really want to. So when you create a survey, make it short and easy to take. Ask no more than five or six questions, and make as many of those questions as possible multiple choice in order to make taking the survey go as quickly as possible.
2. **Ask On-Point Questions** – Never go off on a tangent and start asking questions that are unrelated to your main topic. Stick to asking specific questions that related to your primary objective. If you have multiple objectives, use different surveys.
3. **Don't Use Leading Questions** – Never ask questions that try to lead a survey taker to answer in a specific way in order to try to trick them into feeling a certain way about your company. For example, do not say, "As you know, the Mega Sales System is the top of its

class for helping you generate more sales. How do you feel this product best meets your needs?” Instead, just ask, “What did you like most about this product?”

4. **Use Multiple Choice** – Don’t make people work too much. Keep most questions multiple choice, and keep potential answers to six or fewer. The harder it is to take a survey, the fewer people will fill it out.
5. **Don’t Get Personal** – Ask as little personal information from respondents as possible. If you don’t need their phone number, don’t ask for it. Again, the more personal information you ask for, the fewer people will fill out your survey.
6. **Ensure Privacy** – Let people know you won’t share any of their personal information, and that survey data will be kept anonymous. This will make people feel like they won’t be spammed and that they won’t have to be embarrassed to answer how they really feel.

Systems for Creating Surveys

There are many different systems you can use to create surveys. Let's take a look at a few different systems so you can choose the one that you feel best suits your purposes.

JotForm

>> <http://www.jotform.com/>



JotForm allows you to create cool forms in as little as two minutes without any technical knowledge whatsoever. Their interface is clean and easy to

use, and you can also use it to create other types of forms, including contact forms and more.

You can use JotForm for more than just surveys. They can also be used for:

- Customer support forms
- Contact forms
- Sales forms
- Event registrations
- Feedback
- Membership applications
- File submissions
- Job applications
- And more

SurveyMonkey

>> <https://www.surveymonkey.com/>



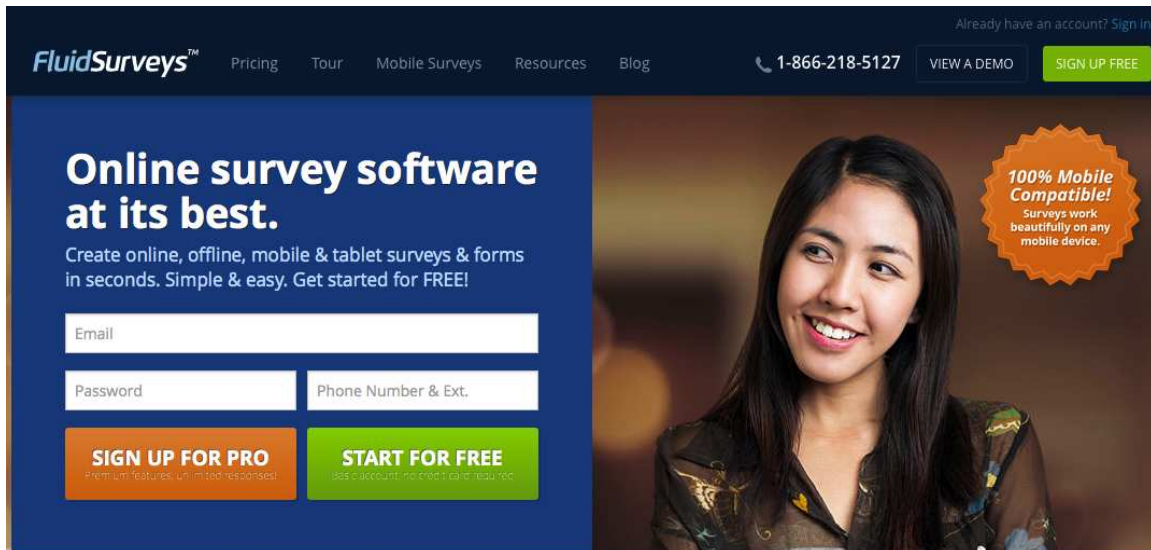
SurveyMonkey is one of the most popular survey systems. Their website lists a number of different potential uses for their surveys, including:

- Online polls
- Customer satisfaction surveys
- Market research surveys
- Event planning surveys
- Job satisfaction surveys
- Employee surveys
- And more

Their free membership allows you to have up to ten questions per survey and up to 100 responses per survey. If you want to conduct small surveys, this will be fine. However, they offer several upgrade plans if you would like more responses. Plans start at \$26 per month, or you can save with an annual plan.

FluidSurveys

>> <http://fluidsurveys.com/>

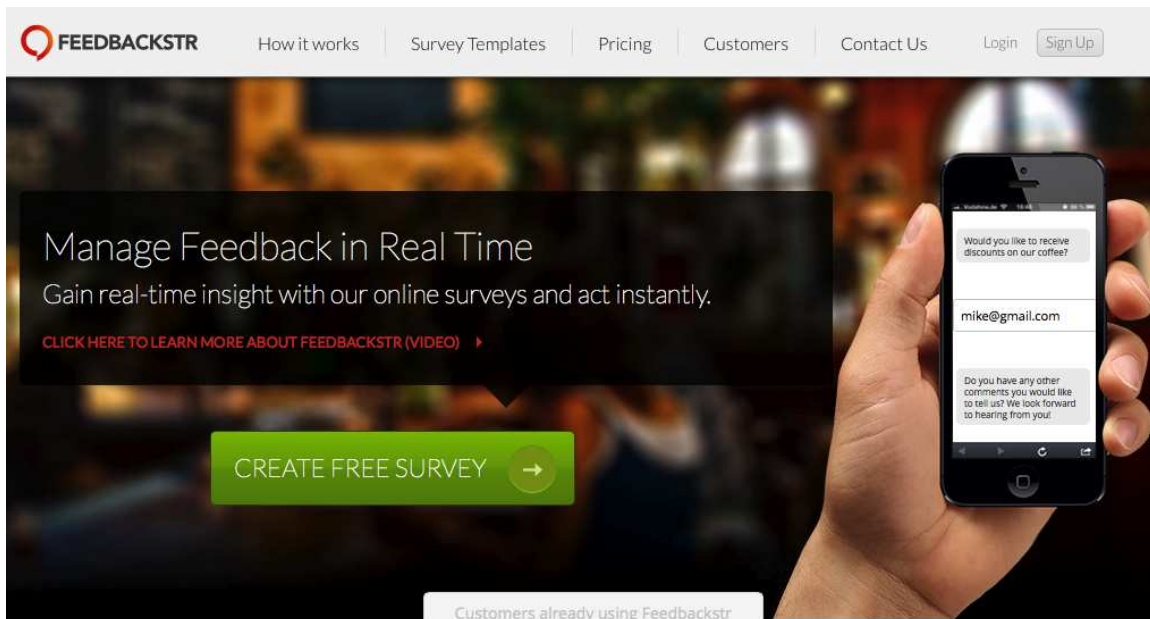


FluidSurveys makes it easy to create both online and mobile surveys. You can collect responses online, offline and via mobile devices. They have powerful built-in analytics, and they can integrate with all types of current business tools such as Salesforce, Freshbooks, Cint, Olark, Zapier, Dropbox and much more.

Their free version allows up to twenty questions per survey and up to 150 responses per survey, but their pro plans start at only \$17 per month (billed annually) and allows unlimited responses. Additionally, they have a 30 day money back guarantee on all plans.

Feedbackstr

>> <http://www.feedbackstr.com/>



Feedbackstr has a number of questionnaire templates for all types of businesses, including restaurants and hotels, seminars and presentations, retail stores, live events, individual surveys, products and surveys, and web stores and deliveries.

Their free starter account allows only 1 active survey at a time and a maximum of 100 responses per survey. Paid accounts start at \$19 per month or \$199 per year.

How to Encourage People to Take a Survey

Since the paid survey scams, many people are afraid to take surveys. Fortunately, there are ways to get people to take your surveys and allay any fears they may have.

1. **Privacy Policy** – It's important to have a privacy policy and let people know that you will never sell their email address, never spam them, and that they can easily unsubscribe anytime they want.
2. **Offer Incentives** – You don't have to offer to pay cash, in fact you probably shouldn't in order to prevent people from thinking about the paid survey scams, but you can offer other incentives such as discounts, free bonus products, etc.
3. **Contest Entries** – A really great way to improve response is to tell respondents they will be entered to win a particular product. Tell them what is being given away and how many people will win. Even simple things like gift cards make great incentives.
4. **Consider Publishing Results** – If your results aren't proprietary information, consider showing the results to people after they complete the survey. Curiosity can be a powerful motivator, and telling people they can see the survey results after they complete it may motivate them to participate.

Conclusion

Online surveys may have gotten a bad rap because of paid survey scams, but it's not altogether impossible to get people to take them. If you already have some sort of relationship with someone, it's much easier.

It may be tricky to get people to take a survey unless you have a reputation with them already, but if you can, you'll be able to learn all kinds of information that will help you improve many aspects of your business, from customer service to your sales funnel and even making great products and getting existing products to sell better.

Surveys can help your business like nothing else, especially when you consider the profitability. Market research companies can charge thousands of dollars for live research sessions, but surveys can accomplish the same results for little to no investment!

If you're looking for innovative ways to improve your sales and skyrocket your income, consider creating surveys for different elements of your business.

You'll be glad you did!

Resources

Here are some resources you may find helpful for creating and using surveys effectively:

>> <http://www.jotform.com/>

>> <https://www.surveymonkey.com/>

>> <http://fluidsurveys.com/>

>> <http://www.feedbackstr.com/>

>> <http://www.formstack.com/>

>> <http://www.customerthermometer.com/>