

Below are 3 quick surveys that you can use to gather a better understanding of exactly what your customer is prepared to pay for...Use these to make sure you are delivering value for your customer every time.

Use a program like www.surveymonkey.com to layout surveys like the ones below for maximum results.

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PAGE 1.

Hi,

We're very close to finishing our long awaited

(Name of your program/product).

We have literally been working on this for the

last (your work timeframe)...but we are finally going to wrap it up.

We will be releasing it at the end of (month you choose).

This (name) will be totally focused on You being able to (do whatever you are promising).

(Benefit) and give you all the support and information you need to make that happen in the shortest amount of time. It will include (whatever it includes). This will be a complete brain-dump of all that (program designers names)...

However...we need your help. Before we finalize everything we need to make sure that it covers everything.

That is where you come in...Please take a few minutes to answer this super short survey – there is only ONE questions you need to answer.

Q1. What is your #1 top question about (market niche) that we absolutely NEED to answer in our program?

(Next)

Next page.

PAGE 2.

Thanks for your response...that's what we needed..!

If you want us to contact you as soon as the program opens, leave just your name and email address below.

We will NOT share your email address with ANYONE for ANY REASON.

Q2. First name

Q3. Last name

Q4. Email address.

(next)

PAGE 3.

Next page.

Ok, we got it...thanks, we'll be in touch..!

That is the end of the survey.

One more thing that is purely optional, this isn't a part of the survey:

(program designer names) have lots of raving fans...but since our (program name) is brand new, we don't have any testimonial letters from our raving fans.

Perhaps you could help us out with a testimonial with the (past tips or product niche) we've recommended you in the past. It doesn't have to be too involved...here are a couple of examples.

(Below in red are examples that you should edit to suit your market)

Mike & Nick – “This note is long overdue, the continued effort you guys go to too make sure I'm (benefit achieving) everyday is simply amazing. You give me the edge to (benefit) everyday...I don't think I could (market niche describer) without you...”

Tom Pink,

St. Clair Shores, Michigan.

“Thanks so much for your updates..!They make me money. Today I was watching the falling market, wondering when it was going to stop...But after your update, I jumped into action. I bought just as you recommended and sure enough...I began counting the pips... This sort of support, I can take to the bank..!”

Shelly Long,

Orlando, FL.

Q5. Can you give us a testimonial about our (niche name tips) and Information?

(If you do, you may appear on our website with your name and city)

Enter your testimonial Here:

Your Name:

Your City:

(Next)

Next page

PAGE 4. Thankyou page.

One the 'thankyou' page, delivering a free report or giveaway makes this even more powerful. This is a way of ensuring people work their way right through the survey and give honest feedback and testimonials.

The Quick survey below would be placed inside a membership area or similar to gather the users responses. This is valuable information for building the product value and improving your products stick-ability.

1. "Module 7" -

Hey folks...

Remember, your ongoing feedback is important and I read every response personally.

1. What did you like about Module 7? What "worked well"?

What did you like about Module 7? What "worked well"?

2. What could I have done better in Module 7? What should I do differently?

What could I have done better in Module 7? What should I do differently?

3. Did you have any further questions about the material covered in this module?

Did you have any further questions about the material covered in this module?

4. What is your name?

What is your name?

5. What is your email address?

What is your email address?

Done >>

Below is a quick product survey, very useful for getting to the bottom of what you're customers 'REALLY' want...if you've ever going to sell them anything...It may as well be what they want...!

**1. I've got some cool new stuff I want to share with you ...but before I do, I need to make sure you want it :-)
Which of these is MOST appealing? (Select which ever one you'd benefit from MOST.)**

- I've got some cool new stuff I want to share with you ...but before I do, I need to make sure you want it :-)
Which of these is MOST appealing? (Select which ever one you'd benefit from MOST.) More Mass Control And "HUGE LAUNCH" Training
- "Mindset" and Motivational Training
- Basic Beginner Training (Like "How To Get Started")
- List Building Training

2. Which would you rather have?

- Which would you rather have? Home Study course sent through the mail.
- "Classroom Style" training where you get a weekly module with live training calls.

3. Which do you prefer most?

- Which do you prefer most? Audio Training (like CDs and mp3s)
- Printed Manuals (either in physical form or downloadable).
- Video Training (like DVDs and streaming video)

4. In the past year I've been working with a lot of private clients and I've made them a ton of money. If I created a "look over my shoulder" program where I showed you all the stuff I was working on (and how to use it in your business) each month, would you want it?

- In the past year I've been working with a lot of private clients and I've made them a ton of money. If I created a "look over my shoulder" program where I showed you all the stuff I was working on (and how to use it in your business) each month, would you want it? YES

NO

Done
