

Survey Your List

Before you create a product or program, it's a great idea to survey your current patients and your list (if you have one) to find out what it is that they want.

You can create an entire program, but if nobody wants to buy it, you have wasted your time and your money. So, when you create a program, select something that you are passionate about and love. And *please* do your research to make sure that it is something that people have an interest in, and are going to buy once it's created.

By following these guidelines, I'm saving you a lot of time – believe me! Sending out your first survey can be quite a learning curve, but I have made it easy for you. By surveying your audience, you will find out what they want, and gain insight into how to market your program. By creating an effective survey, you'll be able to use your ideal clients' own words to get their attention.

How To Create a Survey:

- Step 1: Go to www.surveymonkey.com.
- Step 2: Open a free or a paid account. (I suggest paid account. You can change the colors, add your branding, and gain access to other useful features.)
- Step 3: Click on **Create Survey**.
- Step 4: Choose **Build a New Survey from Scratch**. (Title your survey and choose a category.)
- Step 5: Under **Options** (located under **Builder** on the left-hand side) turn **Progress Bar** to "on".
- Step 6: Choose the **Comment Box** option (under **Builder** on the left-hand side) so your respondents can type in their answers essay-style. *This is gold for your marketing, you'll get their exact thoughts in writing.*
- Step 7: Enter a question (examples below).
- Step 8: Save & click **Add New Page**.
- Step 9: Drag a new **Comment Box** onto the new page and type your next question. Repeat.
- Step 10: Once you have all of your questions completed, click **Next** in the upper right-hand corner.
- Step 11: If you are sending a "downloadable bribe" make sure to send out your survey, selecting the **Email** option (under **More Ways to Send**) so you know who completed the survey. Then, you can send them a link to their gift via a thank you email, detailed in Step 12.
- Step 12: Click **Collect Responses** and choose the email you sent out. Then click **Send Thank You** (beneath **Responses** box and include the link to your free gift here.

Tips:

- Do not make the answers mandatory.
- Only have one question per page so they cannot look ahead to the other questions.

Questions to Use When Creating Your Survey (These are not the exact questions you will ask, but use these as a guideline as you create your own questions, based on your specialty.)

- What are your biggest fears and frustrations? (Around the problem that you solve for them.)
- What are the specific problems that these fears and frustrations are causing in your life?
- What are your biggest desires? If you couldn't fail, or if you could wave a magic wand and could have anything you wanted...
- How would your life look different if you had _____ (The benefit that they want from the product and service that you offer?)
- Which of the following topics would you like to learn more about? Pick three. (These are my personal examples. Yours will be based on the services or products that you provide your audience.)
 - List building
 - How to create multiple streams of income
 - How to transition to an all cash practice
 - Top 10 ways to _____
 - Other (Give them an essay box here so they can write in their answer.)

You might also want to ask for basic information so that you can better understand the demographics of your current list, along with learning what marketing methods are working the best to attract clients.

- Age
- Income range
- How did you first hear about me?

When you ask your patients and/or your list to fill out the survey, send them a short, friendly email. Make them feel important to your cause. Include the link to the survey you create.

“As your doctor, I want to provide you with the best care possible. I am always looking for ways to improve the care you receive in my office. Please fill out this quick survey to help me understand how I can best help you. As a token of my appreciation, I’ll send you a free gift after you have completed the survey.”