

PIQUE INTEREST WITH A SURVEY

The key to writing a great survey is to craft it in such a way that you help the prospect identify a problem they have (or one they are unaware of). This problem-aware approach really works—it is not leading, manipulative, solution-oriented or product-focused. Most companies struggle with this, because they want to push their product, story or solution so hard they never lay the foundation for a meaningful conversation.

A problem-aware survey is a great conversation starter. You can get a prospect's mental gears turning by posing thought-provoking or unexpected questions. The answers help the prospect become more problem-aware and you learn crucial details about your target audience too—helping you segment and identify your hottest prospects.

It's so easy! Just initiate a survey with a prewritten text:

[First Name],

The company I'm with is doing some market research. If I sent you a 1-minute survey, would you be willing to check it out?

The RapidFunnel App sends surveys and syncs survey feedback with each contact, so you can reap all of the benefits of Authentic Sharing Technology.



4 HOW-TO STRATEGIES FOR WRITING A SURVEY

- 1 Question ordering:** Your questions should appear in an order that makes sense. Begin surveys with questions that are easy to answer (not overly personal) and keep related questions together. Make sure that the order isn't introducing bias into your survey. Ideally, the survey will flow right into a sizzle video that answers some of these questions.
- 2 Question phrasing:** Survey questions should be simple and have a "what do you think?" feeling, to approach the prospect in a meaningful personal conversation. Clarify anything that might be vague or confusing, and try to strike a balance between sounding approachable (to make sure people understand you and feel comfortable) and sounding formal (to make sure people take the survey seriously)!
- 3 Question type:** Avoid using questions that can be answered by yes/no since they usually don't provide enough insightful information. Instead, use statistics or questions that feel like they are data-driven.
- 4 Question topic:** Ask stimulating questions. Use discovery questions to focus on the "what", identify existing needs, problems, prospect's pain points, prospect's goals. Or ask thought-provoking questions that challenge the prospect's preconceptions and change how they think about a topic.

PRODUCT SURVEY

We appreciate your survey answers, which are used solely for the educational purposes of our representatives. Your confidentiality is important to us and this survey doesn't ask you for any personally identifying answers. Thank you!

ONE-MINUTE SURVEY:

When you think of living a passionate life, which words best describe you?

- Outdoor Enthusiast
- Weekend Warrior
- Health Nut
- Happy Homebody

In your opinion, what is the most important aspect of using a home-based health and wellness treatment?

- Ease of use
- Time required for treatment
- Effectiveness of treatment
- Cost of a single treatment

In what decade of life, do you think, microcirculation begins to decrease?
(Microcirculation is the circulation of the blood in the smallest blood vessels).

- Twenties
- Fifties
- Eighties

What do you think is the current average life expectancy?

- 68 years
- 72 years
- 78 years
- 84 years

What are the most desirable benefits of exercise for you?

- Social outlet
- Change body composition
- Increasing blood flow and circulation
- Build confidence

Given the choice, what would be your optimal way of treating muscle and joint pain?

- Medication
- Holistic at-home treatment
- Physical therapy
- Rest or inactivity

In what way, do you think, is circulation tied to better health?

- Faster muscle recovery
- Faster healing
- Reduced inflammation and pain

What symptoms, would you choose, that indicate poor circulation?

- Memory loss and difficulty concentrating
- Digestive Issues
- Fatigue
- Swelling in the feet, ankles, and legs
- All of the above

Do you think optimal wellness is currently achievable for you?

- Yes No

OPPORTUNITY SURVEY

Would you be so kind as to give answers to these basic questions below?

ONE-MINUTE SURVEY:

Can you guess which percentage of Americans already have a side hustle or participate in the gig economy?

- 18%
- 45%
- 86%

Which amount do you think is the average monthly income people earn with a side hustle?

- \$237
- \$567
- \$1122

How many additional hours per week would you say a person with a side hustle works, on average?

- 5 hours
- 11 hours
- 18 hours
- 25 hours+

Can you guess how much extra monthly income most Americans say would significantly relieve their financial pressures?

- \$250
- \$500
- \$1000
- \$1500+

What do you think most people do with the extra income earned from their side hustle job?

- Regular living expenses
- Paying off debt
- Extra income for vacations/travel
- Savings

When you're thinking about security which of these choices comes to mind first?

- Job
- Entrepreneur
- Contract Labor

Do you currently have or have you thought about getting a side hustle of your own?

- Yes
- No