

1: YOUR BASIC BUSINESS STRUCTURE

# SURVEY YOUR CLIENTS

\*Asking your clients what they need is the easiest way to sell them things - they will tell you!

\*Use [surveymonkey.com](https://www.surveymonkey.com) (or something similar) and send one out following the tips below to find out what to sell next!

\*The subject line of the email's purpose is to get them to open the email (for example "Please help" or "Give me input").

\*Send it on a Tuesday, Wednesday or Thursday morning for the best open rates.

\*Include the following questions and let them fill in any answer:

1. What is your biggest challenge with \_\_\_\_\_? (Enter your niche, or specialty in the blank.)

2. What specifically would change in your life if that challenge were gone?

3. Would you be interested in working with me on it?

\*Make a separate survey link to collect answers in social media and post/tweet it there, too.

\*Tally your responses based on topics, with the number of people who responded with that answer below please. You will generally find that there are a small number of similar answers.

My clients biggest challenges are \_\_\_\_\_ (# people \_\_\_\_), \_\_\_\_\_ (# people \_\_\_\_ ) and \_\_\_\_\_ (# people \_\_\_\_).

If this challenge were gone, their lives would change by \_\_\_\_\_ (# people \_\_\_\_), \_\_\_\_\_ (# people \_\_\_\_ ) and \_\_\_\_\_ (# people \_\_\_\_).

The following numbers of people would be willing to work with me: \_\_\_\_\_ out of \_\_\_\_\_ people.

The answers to the survey will help us to set up your marketing language and your next thing to launch!