

SURVEY

DO'S & DON'TS



KEEP IT SHORT

Simplify. Use as few questions as possible to get the answers you need.



GIVE INCENTIVE

Use a giveaway or reward for filling out the survey. Winner receives a copy of "___ book" or Each person receives a free session to help them ____.



BE GENUINE

Connect with people. Be honest and genuine. Don't try to be something that you're not.



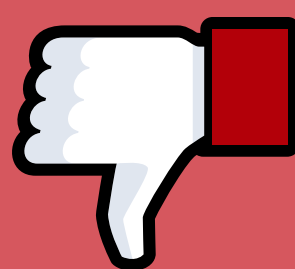
SET EXPECTATIONS

Let them know how long the survey will take and what they can expect to receive in return.



THANK THEM

Never forget to say thank you. This person took time out of their day when they could be doing a million other things to help you.



BE SELFISH

Selfishness will get you no where. What's in it for the person you're asking?



SPAM EVERYONE

Remember, you only want responses from those individuals who are your target market - not everyone.



WASTE TIME

Don't ask questions you know the answer to. Make sure you focus on the areas that you have questions in.



CONFUSE PEOPLE

Be careful with the language that you use. Make sure that your survey is easily understandable.



BE COLD

Make sure that your survey comes from you personally - not a company name. You want to connect with people so make it personal.