RapidFunnel™

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 prospects' 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.

The Anatomy of Writing a Survey for Prospecting

Follow this 6 question-type structure to create high-performing prospecting surveys —for a sure way to reveal needs and motivators, build trust, and open up discussions.

1. Icebreaker—people love to tell you about their personality

2. Problem-aware

3. Educational

4. Follow-up Educational

5. Self-segmentation

6. Request—determines their current readiness

ONE-MINUTE SURVEY:

Are You Fueling Your Goals with the Gig Economy?

Which of the following would best describe your personality?
(it's okay if you need to select more than one)

- ☐ Entrepreneur
- ☐ Power driven
- ☐ Dedicated and committed to achieving my goals
- ☐ Loves helping others
- ☐ Busy mom

In your opinion what is more important to you? (choose one)

- ☐ Security
- ☐ Financial Freedom
- ☐ Time Freedom

If you were seeking extra income, what opportunities would you consider?
(Select all that apply)

- ☐ Get a second job
- ☐ Start a business
- ☐ Go back to school to change or enhance career
- ☐ Pick up a side hustle
- ☐ Passive investments

45% of Americans have a side hustle or participate in the gig economy!
Would you believe the average income people earn from a side hustle is more than $1,100 a month?

- ☐ True, I know that's possible
- ☐ I could believe it, but how?
- ☐ Sounds too good to be true

If you were to start your own business, which would be the most important aspects to you ? (Choose all that are relevant to you)

- ☐ Being able to build your business from anywhere
- ☐ Generating immediate income
- ☐ Low start up cost
- ☐ Access to training and support
- ☐ Finding something I'm passionate about

Are you open to learning about a side gig opportunity to meet your goals?

- ☐ No, I'm too busy and don't have time
- ☐ Somewhat, but I don't know where to start
- ☐ Yes, show me

ONE-MINUTE SURVEY:

Do You Activate Healthy Energy From The Inside Out?

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

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

On a scale of 1-10, when you think about your age and health how do you feel?

- ☐ 1 = I've never felt better
- ☐ 5 = I feel pretty good, but not where I want to be
- ☐ 10 = I feel stuck and overwhelmed

Your blood carries glucose to all of your body's cells to use for energy.
Which of the symptoms below is connected to your unhealthy glucose levels?

- ☐ Difficulty concentrating
- ☐ Poor sleep
- ☐ Accelerated wrinkles
- ☐ Fat cell growth
- ☐ Energy crashes
- ☐ All of the above
- ☐ None of the above—I'm super healthy

Our bodies contain roughly 37 trillion cells. Which habits are most important to you for keeping your cells healthy and thriving?

- ☐ Maintain a Healthy Diet—Yes I'm getting enough antioxidants
- ☐ Exercise Regularly—Yes, this means cardio
- ☐ Don't Underestimate Sleep—Yes, 7-9 hours a night consistently
- ☐ Practice Mindfulness—Yes, for both stress and a wandering mind

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Do you have personal wellness goals?

- ☐ Weight Loss
- ☐ Mental Clarity
- ☐ Better Sleep
- ☐ Reduce Stress
- ☐ Reducing Pain
- ☐ None of the above
- ☐ All of the above

Are you open to learning about solutions to meet your health goals?

- ☐ No, I'm too busy and don't have time
- ☐ Somewhat, but I don't know where to start
- ☐ Yes, I want optimal health