



# How To Re-energize Your List In 3 Easy Steps, To Get Your Profits Pouring In

2010 MySurveyExpert, LLC

<http://www.MySurveyExpert.com>

## **Here's a sample of what people are saying about this report:**

“You've done it again, thank you so much!

Three simple steps to immediately rejuvenating, rekindling, and reigniting our relationship with our list would have been enough. However, you did much more for us.

You broke each of the three steps down into its component parts. Then you provided the specific features to include, and examples of how our own survey should be structured. Even the language – Page Titles, Page Descriptions, Question Text and Response Options are provided. All we need to do is modify it to fit our specific market.

And your programming tips make the process super easy.

The end result is information that provides marketers with a very profitable, easy to follow road map for product creation and delivery, that produces demographic information for market segmentation, and the backbone for our sales letter as well.

Oh, lest I forget, there is one other really cool feature to this tool you've given us. At the same time you are showing us how to reconnect with folks, you are helping us grow our list.

When it comes to Internet marketing, many people believe that the money is in the list. As you have shown time and time again, this axiom is only partially true. The money is in the RELATIONSHIP we create with people on our list.

You've made relationship building through surveys not only easy, but also fun - using your training materials reminds me of one of my favorite childhood pastimes “paint by numbers.”

Can hardly wait for the next gem you send our way.”

Joe Emmett

<http://www.JoeEmmett.com>

**We hope you enjoy it as much as Joe did!**



## STEP 1: Re-Introduce Yourself, Find Out What's Been Going On

- 1) Put this question on an option or “squeeze” page—ask for their name, email, and the question. (If you want a way to do this very easily, use Traffic Geyser—you can sign up for a free trial at [www.MyVideoExpert.com](http://www.MyVideoExpert.com)).



I'd like to know what your **NUMBER ONE QUESTION** is about **[YOUR TOPIC/FOCUS]** or the biggest problem you're having getting started with **[YOUR TOPIC/FOCUS]**. OR, tell me what the #1 problem or issue is that you're having in your business, right now.

Tell them you'll give them answers to their questions **PLUS** a free special report if they tell you what's on their minds.

- 2) Email your list, telling them that you know you haven't been in touch for a while and you want to know what's going on with them. Describe the free special report, highlighting the benefits. Invite them to come to the page and tell you their biggest problem or question with **[the focus of your business/product/service]** OR the biggest problem they're having in their businesses, right now. Tell them they'll be able to download the special report as soon as they put their information and the question in.
- 3) Do a video, post messages in social media, all driving traffic to your lead page. This will help you build your list at the same time that you re-energize your current subscribers.
- 4) Once you have responses, go through them and identify the #1 problem/focus area. That's going to be the focus of our survey: We want to find out more about what they want, so we can give it to them.

## Step 2: Survey Them

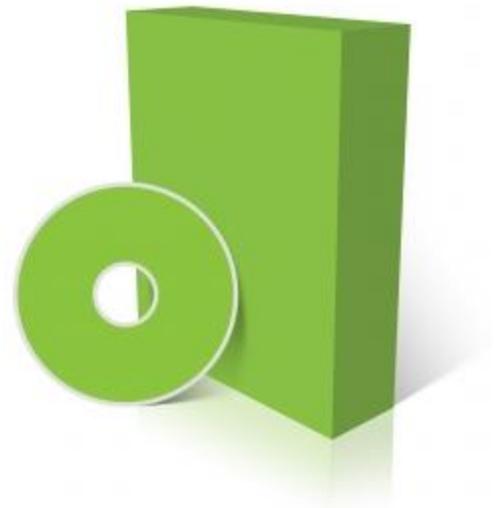
Now that we know what the biggest issue or problem is, we're going to find out 2 key things:

- 1) what they want to know,
- 2) how they want it delivered.

Normally, in a product creation survey, we'd also ask them what they'll pay. But if you haven't been in touch for a while, let's stay from that one and just find out what they want first.

Then you can start giving them some free content, building up to offering your own product or coaching program.

Here are the survey questions to find that out. We've used "social media" as an example; just substitute in the topic on which you're focusing.



**Survey Creation Tip:** This survey is designed to build a "road map" that you can use to create an autoresponder series or ecourse **AND** a product. These surveys are awesome because they help you find out how "hungry" your market is for a product **AND** they show you exactly what to include in that product.

We've used social media as an example here. To adapt it to your business, just make a list of things about your topic your customers **MIGHT** be interested in and **MIGHT** want in a product related to the #1 problem or issue that they told you about.

**Programming Tip:** All the programming tips are designed for Survey Monkey. Set Page Title as “Introduction” and use this as the page description; it will show up just below the page title.

You told us that the biggest problem you’re having using social media right now is how to get started on all the different sites, so we want to give you the information you need. We’re asking you to fill out a brief survey, so we can make sure we give you **EXACTLY** what you need.

Of course, all the information you provide will be completely confidential.

Everyone who answers all the questions in the survey will receive a **[NAME OF FREE PRODUCT/SERVICE/REPORT]**.

**Programming Tip:** Begin a new page.

**Page Title:** Introduction.

**Page Description:** From the question we asked last week, we found out that many of our customers are having trouble getting started in social media. We’d like to know what **YOU** need to learn, to put social media to work in your business.

**Question Text:** I’d like to know how interested you would be in each type of information listed below: very interested, somewhat interested, or not interested at all.

**Response Options (column choices):**

- Very interested;
- Somewhat interested;
- Not interested at all.



**Statements (row choices):**

- Information on how to set up a Facebook profile.
- Information on how to set up a Facebook fan page.
- Information on how to monetize a Facebook fan page for your business.
- Information on how to set up a Twitter profile.
- Information on how to use Twitter to build your list.

**Programming Tip:** Text box.

OK, is there anything else you'd like to know about social media?

**Question Text:** Now, I'd like to know how interested are in each of the following **KINDS** of services, so we can tailor our services to **YOUR** needs.

**RESPONSE OPTIONS (column choices):**

- Very interested;
- Somewhat interested;
- Not interested at all.

**Statements (row choices):**

- Free teleseminars or webinars on social media that **DO NOT** offer any product or service for sale, just provide information.
- Teleseminars or webinars on social media that **DO** offer a product or service for sale, in addition to providing information.
- Live "chat" events on using social media.

- Live coaching on using social media.
- Recorded training calls on using social media.
- Downloadable videos on using social media.
- E-books on using social media.

**Programming Tip:** Begin a new page. These questions should all be multiple choice, single answer.

**Page Title:** *About You.*

**Page Description:** Now we just have a few quick questions about you and we'll be finished.

**Are you**

- Male
- Female

**Do you**

- Run your own business
- Work for someone else
- Both
- Neither



**How old are you?** (Please select the first category that includes your age.)

- Under 25
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or older

Thank you so much for helping us out! We really appreciate your time and interest and we'll be in touch soon.

***[Give instructions on how to get the free special report or other gift; if possible, put a redirect to a download page, so they can access it easily and automatically.]***

### **Step 3: Use Your Road Map!**

Once you get the survey results, you'll know a **LOT** about who your folks are and what they want to know.

Take the survey results and identify the top 3 topics they're interested in.

Then, list the top 3 ways they want it delivered.

Finally, write a profile of who they are—how many men vs. women; average age; what % own their own businesses and what % still have their “day jobs.” Use this information in your messages and use it to segment your list, if possible.



## How to Re-energize your List in 3 Easy Steps, to get your Profits Pouring In

The next step is to create some free content for them—videos, special reports, ecourses, that sort of thing.

Come up with at least 3 pieces of free content you can create.

They don't have to be big or complicated: a short PDF with 20 ways to do X, a 2-minute video telling them how to solve one of their problems—that kind of content is perfect.

Deliver that content to them, ask for feedback.

Next, take the same points you used in the free content and map out how you can expand them into an ecourse, a coaching program, or a product that you can sell.

Make sure that it focuses on the key items they want to know and is consistent with the top ways they want the content delivered.

Your sales letter for that product will be pure gold: You tell them that they told you what they wanted; the response to the free content has been amazing and people have begged for more; so you've created this new product, which will give them [list all the benefits]; and detail how this will solve the problems they told you about.

