



Lisa Barry Online

Create a
Connective
Survey

Why ask at all?

The survey is underrated. I want you to think of it like this; from now on, you need to make sure that every piece of content you produce is high quality; it needs to be at the level that you want to be. Every time you communicate with your ideal client you are setting your standard. The survey is not something you quickly throw together; instead it is a perfect opportunity for you to step into this new high level business of yours.

The Questions video tutorial ... <https://youtu.be/A0GTqbv5aXY>

You want your survey to look amazing and have questions that will intrigue those you send it to, encouraging them to share golden nuggets of information that will help you create your products and marketing. This survey will give you one of the most powerful tools in marketing; their actual words!

Consider including the following questions...

1. The second question is their age. *Multiple choice
2. For the rest of the questions, use the 'long answer' option
3. Start the main body of the survey by asking one or two positive questions – what do they love about x,y,z
4. Identify their problems.
5. Get them to imagine a life if this problem was solved.
6. Find out how they prefer to consume information? This question could be multiple choice?
7. You want to hint and suggest what you will be doing and gauge their reaction to it. **What objections do they have?**
8. You want to ask for their email address. With the introduction of GDPR make sure you explain clearly here, what you will do with their address and how you will keep it safe. They do not have to give it you to but if they do and you plan on using their email for your marketing then you need to be clear about this. You can of course offer a gift in return, this will be your LM when you create it.

EG.... I invite you here to leave me your email address. If you chose to do so I will remove your details from Typeform and transfer them onto Mailchimp as soon as the survey process is complete. Mailchimp is a safe and secure email marketing platform you can find out more about them here *add link*. I will then just email once a month with exclusive tips and information that will help you will your marketing *add your industry* You will also be made aware of exclusive offers and courses I have coming up before anyone else. As an additional thank you I promise to send you a free gift. Thank you for your time.

Example Questions to take inspiration from...

LIFESTYLE TRAVEL AND BEAUTY

1. I invite you here to leave me your email address. If you chose to do so I will remove your details from Typeform and transfer them onto Mailchimp as soon as the survey process is complete. Mailchimp is a safe and secure email marketing platform you can find out more about them here [*add link*](#). I will then just email once a month with exclusive tips and information
2. How you will you be on your next birthday?
3. What would you say is the biggest struggle keeping you from maintaining your ideal body size?
4. If you could change one thing about your skin what would it be?
5. In your own words (you can be brief) what is the biggest struggle you find when choosing the right products for your skin?
6. What skin care line of products have worked well for you in the past (if any) and what did you like about them?
7. Environmental toxicity is a cause for concern; Lead and harsh alcohols are found in our beauty products to food preservatives and toxic household cleaning products. Are you aware of the ingredients in your personal care products and how do you protect yourself from free radical damage or premature aging?
8. How important is the ethical and sustainable nature of a product to you?
9. Imagine the perfect retreat designed uniquely for you. Think detoxifying treatments, nutritious raw food, personal growth or quick fix solutions? Would it be high tech luxury or a natural paradise? Name 3 requirements your bespoke retreat needs to cater for to get you reserving your space in a heartbeat!
10. Imagine there was an ultimate anti-aging skin care product that was designed by Alexander McQueen and had the tech know-how of Q... What would you want the product to do to queue out in the rain for it?
11. Thinking Missoni cushions, bohemian furniture or Jimmy Choo heels. What is your secret guilt pleasure purchase or Pinterest page addiction?
12. Do you have a favourite blog or Instagram account where you seek inspiration? What do you find so appealing?
13. What puts you off purchasing particular products?
14. If you were to sign up for a free information that gave you what you needed to halt the aging process what format(s) would you most enjoy. A. Video B. Checklist C. E-book D. Webinar

JUICING AND HOLISTIC

1. I invite you here to leave me your email address. If you chose to do so I will remove your details from Typeform and transfer them onto Mailchimp as soon as the survey process is complete. Mailchimp is a safe and secure email marketing platform you can find out more about them here [*add link*](#). I will then just email once a month with exclusive tips and information
2. How young are you?
3. Describe in one or two words the emotion you attach with putting yourself first.
4. What issues do you experience when it comes to practicing holistic care (mind, body, spirit) or finding the right products or services to support you?
5. Have you practiced meditation and if so what was your motivation for doing so and what was your experience?
6. What would you say is the biggest struggle keeping you from maintaining your ideal body size?
7. Imagine there was a futuristic natural (chemical, preservative free) and powerfully anti-aging skin care line and it was designed specifically for you what would you need or want it to do?
8. When you think of practicing juicing what is your ideal outcome? Is it for glowing skin, shedding fat or detox purposes? (for example) Are you aware that certain ingredients can do targeted things within the body and if so what combinations are working best for you?
9. What blogs, magazines or speakers do you love and have resonated with you in the past on topics of nutrition, wellness and/or skincare?
10. Close your eyes for a moment and imagine I'm your fairy godmother. What area of your life would you most like to improve right now?
11. In this area that you are struggling with, why would improving this part of your life mean so much to you?
12. What would you say is the biggest struggle keeping you from maintaining your ideal body size?
13. Imagine the perfect holistic/mind body spirit transformative program designed uniquely for you. Think detoxifying treatments, nutritious raw food, personal growth or quick fix solutions? Name 3 requirements your bespoke program needs to provide for to get you reserving your space in a heartbeat!
13. What puts you off purchasing other programs? Have you had any bad experiences?

14. If you were to sign up for a free information that gave you what you needed to transform your health and wellbeing what format(s) would you most enjoy. A. Video B. Checklist C. E-book D. Webinar

HEALTH AND WELLBEING

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2. How young will you be on your next birthday?

3. What are the most significant health/personal/life struggles you are dealing with right now and would love to see an improvement in?

4. In this area that you are struggling with, why would improving this part of your life mean so much to you?

5. Have you ever tried any treatments or followed through on a recommended program/practice/product and it hasn't worked? Can you share a little of your experience and how it made you feel?

6. Do you believe in the psychological/health connection? What does this look to you?

7. When it comes to your energy levels- is there a time of day or activity where you experience the biggest dip? What have you found counteracts this problem if anything?

8. Are there any foods that trigger negative emotional reactions or physical reactions? If so which foods have you identified?

9. What would you say is the biggest struggle or concern when it comes to your skin? And what would it feel like to get a permanent solution for this?

10. Imagine there was a futuristic natural (chemical, preservative free) and powerfully anti-aging skin care line and it was designed specifically for you what would you need or want it to do?

11. Imagine the perfect detox/cleanse program designed uniquely for you. Think detoxifying treatments, nutritious raw food, personal growth or quick fix solutions? Name 3 requirements your bespoke online program needs to cater for to get you booking your spot in a heartbeat!

13. What puts you off purchasing particular programs?

14. If you were to sign up for a free information that gave you what you needed to halt the aging process transform your health and wellbeing what format(s) would you most enjoy. A. Video B. Checklist C. E-book D. Webinar

MARKETING AND VISIBILITY

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2. How young are you?

3. With regards to your current business and the service that you offer what part of your business makes you come alive and feel like you are contributing to the world?

4. What is the biggest struggle you are experiencing right now in moving your business to the next level?

5. How would getting an answer to this problem affect yourself and benefit your clients and future clients?

6. Imagine you had the capacity to be completely limitless in every aspect of your life what would your limitless self-choose to do or enrich the planet with?

7. We all have to accept disappointment and failure in life. Family and friends that have not always supported us, business ventures not worked out the way we planned. What "failures" have shaped you and what advice would you offer others?

8. What old ways of thinking (that are potentially holding you back) are you willing to sacrifice in 2017 to get what you want?

9. Imagine the perfect visibility in business transformative program designed uniquely for you. Thinking high end lead generation strategies, 1:1 mentorship, how to guest talk and Huff Post trainings, social media magneticy classes, ads that convert swipe copies? Name 3 requirements your bespoke program needs to provide for to get you reserving your space in a heartbeat!

10. Whose blog or online business do you love or aspire to be like? Name 3 of your influencers here:

13. What puts you off purchasing particular marketing courses?

14. If you were to sign up for a free information that gave you what you needed to transform your marketing what format(s) would you most enjoy. A. Video B. Checklist C. E-book D. Webinar

HYPNOTHERAPIST AND COACH

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2. How young are you today?

3. If you could wave a magic wand and change one area of your life right now, what would that be?

4. Using three descriptive words, what would this change mean for you?

5. What is the biggest thing stopping you from making this change?

6. What are you ready to let go of?

7. Do you work on your personal development and mind-set and if so how often?

8. Do you feel you are living in alignment with your dreams/values/goals? What needs to change to bring you closer to alignment?

9. What is your secret untapped dream or life goal that you truly want to make real?

10. Imagine the perfect online happiness programme; what 3 essential elements would it need to offer?

13. What puts you off working with a coach?

14. If you were to sign up for a free information that gave you what you needed to find a happier life ng what format(s) would you most enjoy. A. Video B. Checklist C. E-book D. Webinar

BEAUTY AND SKIN CARE

1. I invite you here to leave me your email address. If you chose to do so I will remove your details from Typeform and transfer them onto Mailchimp as soon as the survey process is complete. Mailchimp is a safe and secure email marketing platform you can find out more about them here [*add link*](#). I will then just email once a month with exclusive tips and information
2. How young will you be on your next birthday?
3. How important is the ethical and sustainable nature of a product to you?
4. If you could change one thing about your skin what would that be?
5. If you could pick one area of your life you would like to change what would it be?
6. Imagine there was an ultimate anti-aging skin care product that was designed by Alexander McQueen and had the tech know-how of Q...What would you want the product to do, to make you queue out in the rain for it?
7. In your own words (you can be brief) what is the biggest struggle you find when choosing the right products for your skin?
8. What skin care line of products have worked well for you in the past (if any) and what did you like about them?
9. According to the Benchmarking Group 49% of woman polled say they plan to replace old makeup and skin care products 36% say they will spend more on quality skin care in 2017. Do you agree?
10. Are you a member of our group?
11. If you got the results you wanted, how likely would you be to refer a friend to that product or service?
13. What puts you off purchasing particular products?
14. If you were to sign up for a free information that gave you what you needed to look and feel great what format(s) would you most enjoy. A. Video B. Checklist C. E-book D. Webinar

How to use Typeform video tutorial <https://youtu.be/1ebCcPvyGCw>

[Typeform](#) is the best platform available right now; it looks incredibly professional but is free when using 10 questions. The paid version gives you access to their templates and a thank you page but these are not necessary. When designing your survey, the image you select is a vital element. Make sure it speaks to your ideal client and that it represents your brand. If you use [Unsplash](#) or [Pixabay](#) to source images you might need to edit it so that it is 1680 x 1050 pixels which will enable it to fit into Typeform. Check the colours of your text can be seen over your image and once it's complete send it to yourself and access it via your mobile to check that it can be viewed easily this way.

Sending the survey to the right people - video tutorial - <https://youtu.be/a7SEFj8qrwo>

Before you send the finished survey, ask yourself, **does your survey have the potential to create mini transformations?**

Next steps with Lisa...

Lisa loves helping clients create their survey and will happily either do it for them, alongside them or review a survey they've created before it goes live.

For more information about these services, contact Lisa here and let her know you are ready to take the next step... <http://www.lisabarryonline.com/contact/>

