

SURVEY

the *art* of
FEEDBACK
BOTH GIVING AND RECEIVING

THROUGH SURVEYING CLIENTS AND
CREATING A POWERFUL NETWORK OF
LIKE-MINDED SOLOPRENEURS

why survey/review your client's '*The Experience*'?

1: FOR FEEDBACK

2: DATA

3: A TESTIMONIAL

it's to understand how they
experienced you and your
product/service

it's to understand how your
clients *see you*

You don't know
how good
you are

create a BRAND *evening*

create a BRAND *group*

create a BRAND *show*

create a BRAND *network*

ALL OF THIS CAN BE DONE AT A

brand round table

face to face

a brand HOT seat

THIS IS A CURATED ROOM OF YOUR CLIENTS,
FRIENDS AND NETWORK FOR A WINE AND
CHEESE EVENING OR A CHEF'S TABLE.

WHEN DO YOU ASK FOR
creative help or inspiration?

WHEN DO YOU ASK FOR
constructive critique?

WHEN DO YOU PUT THE SPOTLIGHT ON YOU AND SAY
how can I improve this?

IMAGINE A *focus group* WHERE EACH WEEK,
ONE PERSON TAKES THE “*hot seat*”
WHILE THE REST *brainstorm* AND PROVIDE
feedback ON THEIR BUSINESS.

THIS OFFERS THE POWER OF MULTIPLE MINDS
HELPING TO ELEVATE ONE BUSINESS AT A TIME.

I KNOW WHAT IT FEELS LIKE TO
evolve my brand

PHOTOGRAPHER | BUSINESS OWNER
EDUCATOR | BROADCASTER

Four evolutions of identity

I KNOW IF YOU COULD TALK WITH ME AND
ask me anything...

you would most definitely tell me why
you can't move

“I don’t know what I want...”

yes you do!

(because you know what you don’t
want anymore, so start there)

“Can I have that / do that / be that / build that?”

Yes, if you really want to!

“Am I on the right path?”

*YOU are the only one that
can FEEL that.*

UNCERTAINTY / CERTAINTY

around what I want and what feels good!

FEAR OF THE UNKNOWN

(no such thing)

FEAR OF REJECTION

am I worthy?

A DASH OF EGO IS VALIDATION

am I on the right path?

when you feel...

every time I see nothing

=

the road goes blank

THE FEEDBACK FROM **MY TEAM** IS NOT THE SAME

THE FEEDBACK FROM **MY HUSBAND** IS NOT THE SAME

THE FEEDBACK FROM **ONLINE** IS NOT THE SAME

MY HOT SEAT / FOCUS GROUP

=

next level – step up

“

I FIND MYSELF AT A PIVOTAL
CROSSROADS IN MY CAREER, BUT
RATHER THAN SEEING IT AS A POINT OF
LIMITATION OR STAGNATION, I
RECOGNIZE IT AS THE UNFOLDING OF A
NEW CHAPTER IN MY IDENTITY.

”

**SUCCESS, TO ME, IS ROOTED IN THE DEPTH
OF INNER ALIGNMENT, NOT JUST IN
EXTERNAL ACHIEVEMENTS, AND IT IS
THROUGH THIS LENS THAT I SEEK CLARITY.**

**I'VE GATHERED THIS INCREDIBLE GROUP
BECAUSE I VALUE YOUR INSIGHTS,
PERSPECTIVES, AND WISDOM TO HELP
ILLUMINATE THE PATH AHEAD.**

- **I HAVE A SHORT SURVEY**
- **SOME PRODUCT IDEAS TO SHOW YOU**
- **I HAVE SOME BRAINSTORM QUESTIONS**
- **DISCUSS FURTHER NETWORKING OPPORTUNITIES**

show marketing content

reward them

or

return the service

what questions to ask?

WHERE DO YOU NEED *clarity?*

IF YOU GIVE PEOPLE WORDS

they choose

IF YOU GIVE PEOPLE MULTIPLE CHOICE

you get percentages

IF YOU LET PEOPLE GIVE YOU THEIR WORDS

create copy from their words

other ways to use surveys

**SURVEY: ANSWER THESE 10 MARKETING QUESTIONS AND
TELL ME WHY YOU'RE NOT MAKING **MONEY**
(IF YOU SELL A MARKETING COURSE)**

**ANSWER THESE 10 QUESTIONS ABOUT SELF ESTEEM...AND
TELL ME IF YOU NEED TO DO A SELF LOVE WORKSHOP?**

**NEW COURSE | SURVEY THE STUDENTS (ANONYMOUSLY)
FOR REAL STATS OR TEST A NEW PRODUCT...GIVE A
DISCOUNT, A GIFT OR A DIGITAL PRODUCT**

If I could solve one big problem for *your business*,
what would it be...

If I could solve one big problem for *your selling*,
what would it be...

If I could solve one big problem for *your marketing*,
what would it be...

If I could solve one big problem for *YOU personally*,
what would it be...