

SIDE HUSTLE ACADEMY

Survey Checklist

☐ **Step 1:** What is your why. Decide what it is that you want to learn from your audience specifically. Here are a few reasons why you might want to do a survey.

- To learn about a specific product you should create.
- To learn about a specific service you should offer.
- To learn about what kind of content your audience wants.

☐ **Step 2:** Sign up for a FREE account at [Survey Monkey](#).

☐ **Step 3:** Determine the questions you should ask your audience. Take a moment to write down the questions you want to ask you audience. Here are a few question to consider...

- Do you have_____?
- If you could have the ideal result when it come to _____, what would it be like? Feel like?
- What frustration, questions, and roadblocks, are in the way of you achieving that result?
- If I custom designed a training or coaching experience to your exact needs what would that look like?
- What is your preferred way to learn new skills?

☐ **Step 4:** Create your survey. To setup your survey just follow this Youtube Video I put together by [clicking here](#).

- Each question should be on it's own page.
- Keep your survey at 10 questions and less.
- Use multiple types of questions from multiple choice, rating questions, to essay questions.

□ **Step 5:** Find People to take your survey. Here are a few ways to get people to take your survey...

- Join related Facebook groups and post the survey to the group.
- Follow Twitter #hashtags in your niche and ask people who dealing the problem you are looking to solve.
- Start your own Facebook group and post it to your members.
- Post a banner on your website to get people to take your survey.
- Send your survey out to the people on your current mailing list.
- Put your survey in your autoresponder sequence to get new people signing up to your list to take it.

□ **Step 6:** Analyze your results. Finally the last step is to analyze your results. Here are a few things to consider when you're doing this...

- All you need is a minimum of 20 responses to get an idea of what your target audience wants.
- Your survey can run as long as you want it to.
- Look for the trends in your results.