

How to LEVERAGE MOBILE FOLLOWUP WITH YOUR PROSPECTS



WHAT IT IS: Mobile marketing is the hottest thing out there right now and mobile surveys are the cutting edge. But here's the thing: Most people haven't even started THINKING about leveraging the awesome power of mobile surveys—and those who do generally don't take action.

Well, that's AWESOME news for you.

We're going to be helping the MySurveyExpert community stay on the cutting edge of mobile surveys and we put together a gift for you: a quick and easy template for designing questions to follow up with prospects, so you'll know EXACTLY who they are and what they need.

WHY THIS WILL MAKE YOU MONEY: This template shows you how to quickly and easily find the key questions to ask your prospects, so you'll know exactly what messages to send to connect with them. In other words, you'll find the "pain points" and "triggers" you need.



THE TEMPLATE: 3 Easy Steps

- 1. What 3 key problems, issues, or concerns does your product or service solve, or what pain does it ease?**

Make a list of those 3 things, describe them as *specifically* as possible.

- 2. Take those 3 things and turn them into questions that will tell you whether your prospect *has* those problems, issues, or pain.**

For example: If your product or service is designed to help people overcome a fear of public speaking, you'd want to ask whether they have that fear, whether they've ever spoken in public, and so forth.

3. Write 2 closed-ended questions (3-4 choices they can choose) and 1 open-ended (let them tell you whatever they want).

You'll be able to see the answers to the closed-ended questions quickly and easily and use the Keyword Density Analysis feature to find the money-making answers to the open-ended question.

Why 2 closed-ended and 2 open-ended? Although we recommend 80% closed-ended questions for online surveys, research is finding that some mobile users prefer to type answers—rather than the “quick and dirty” multiple choice answers. So we're suggesting you make your mobile surveys ½ open-ended and ½ closed-ended questions.

That's all there is to it! You'll have an awesome tool for finding out quickly and easily who your prospects are and you can use the MONSTER FOLLOWUP system to contact them with a message that's targeted specifically to who they are and what they need!