

Short Product Creation Question Survey ;-)

- Questions written/compiled by Ruth Anne Wood

These first questions relate to survey participant's favorite purchased product

Think about the responses and how they could help the Impact Factor Movie project and a future Advanced Marketing Mind launch.

Q1

What's Your Favorite Marketing/ Business Home Study Product You Bought That Made A Huge Difference?

- Answered: 6
- Skipped: 2

Answer Choices –	Responses –
Product Name	100.00%
Product Creator Name	100.00%
What Problem It Helped You Solve	100.00%
Describe The Format	100.00%
The Investment	100.00%
What Else You Love About The Product	100.00%
What you would add or change	100.00%

Product Name

1. Personality in Copy
2. My Social Media Master Certificate Courses
3. Your Wish Is Your Command
4. The Super List 2.0
5. Membership in the Advanced Marketing Minds
6. Super List Method

Product Creator Name

1. Dan S. Kennedy -- GKIC
2. Jon Sousa
3. Kevin Trudeau
4. Alex Jeffreys
5. Richard Weiler and Ken McArthur
6. Alex Jeffreys

What Problem It Helped You Solve

1. Being someone who people love to continue learning from
2. Learning Social Media
3. Why thoughts matter and how to feel good no matter what
4. Building a List of Subscribers
5. community-building expertise
6. How to get affiliates to promote

Describe The Format

1. 2 CDs & transcript
2. There were a range of courses - I took 6 core courses and 2 electives of my choosing and I got my master certificate
3. mp3
4. Videos
5. live events, on-line mastermind
6. product landing page with PDF, Videos, Mindmaps

The Investment

1. \$397
2. I actually got a deep discount on Groupon
3. \$300
4. \$9.95 + \$17 upsell
5. \$500
6. \$9.95 with upsell to \$17 product and \$27/ month membership

What Else You Love About The Product

1. Kennedy is an entertaining speaker
2. I connected with my teachers - two are actually in this group - Richard Weiler and Viveka Von Rosen
3. The real life examples
4. Gave me valuable insight into building a list
5. building connections with others who are using it
6. It was step by step process to help create product and launch it and attract affiliates to build a list of buyers

What you would add or change

1. A workbook that would lead us through constructing the persona he recommends
2. I would have liked to take all the courses - it was very hard to choose my electives
3. Nothing - It's that damn good!!!
4. Nothing
5. I've been thinking of a value-add proposition where I facilitate extra-day sessions of events and/or follow-up virtual conferences.
6. Nothing. It was clean and easy to follow

Q2

Check all the ways your product/ services helps

- Answered: 7
- Skipped: 1

Answer Choices	Responses	
easily builds apps	0.00%	0
easy webinar creation	0.00%	0
saves money on marketing and promotions	14.29%	1
automates aspects of business	14.29%	1
easily manages social media	28.57%	2
improves sale copy email/ newsletter marketing	28.57%	2
increases sales conversions	42.86%	3
boosts focus and confidence	42.86%	3
helps with affiliate marketing	42.86%	3
authority building	57.14%	4
saves time	71.43%	5
business relationship building	71.43%	5

Total Respondents: 7

[Comments\(5\)](#)

Comments: Showing 5 responses

1. Understand your audience better
2. Branding and training
3. Helps build the unstoppable mindset that a person needs to be successful
4. opens door for more relationships that could go far
5. Helps meet and do joint ventures and product creation

These following questions relate to survey participant's own product

Q3

What is the biggest result you've created for your community/ clients that could be a great fit for this co-authored business/ marketing product?

- Answered: 7
- Skipped: 1

Showing 7 responses

1. Obtaining information on your fan base that you wouldn't otherwise be able to get
2. My focus is on government/state agencies, non-profits and individuals who fight for a cause. My services are two-fold. 1) I help my clients tell their story and use social media to spread their message, 2) I train them on how to impact their constituent base to find their passion and improve the quality of their lives.
3. None yet - I am launching my ETC Software. I have used it to grow my own two companies.
4. I have helped my clients create an unstoppable mindset for their life and business. I teach successful direct sales strategies and valuable leadership principles for business.
5. Generally speaking, my biggest result for my people is helping them conquer overwhelm and eliminate procrastination. That's accomplished in part by my helping them believe in themselves and their talents/abilities more than they did before. I'm the "CEO" (Chief Emotional Officer). Therefore, that's what I do! :-)
6. Help clients with relationship building and increasing income.
7. Huge connections. With relationship marketing, it is about team work and collaborating. Warm referrals are key. Also created a community at [Www.ultimatewomenscommunity.com](http://www.ultimatewomenscommunity.com), and soon to launch www.ultimatevirtualnetworking.com

Q4

Do you have an existing product on this topic you can easily tweak and contribute to this co-authored product?

- Answered: 8
- Skipped: 0

50% yes 50% no

Question 5-7 skipped with links to products

Q8

Check all the ways you plan to help promote this co-authored product launch time:

Answer Choices –	Responses –	
PPC	14.29%	1
Readdit	14.29%	1
press release	14.29%	1
affiliate marketing	28.57%	2
Webinar	28.57%	2
expert interviews	28.57%	2
newsletter	42.86%	3
online forums	42.86%	3
Youtube	42.86%	3
Facebook ads	42.86%	3
Blog	71.43%	5
Twitter	71.43%	5
Linkedin	71.43%	5
Facebook posts	100.00%	7

(This could apply to the current Impact Factor launch and plug in the product info and bonus products/ offers)

Q9

Check all the ways you would like to help with this co-authored product creation:

- Answered: 7
- Skipped: 1

Answer Choices	Responses	
– create sales web page	14.29%	1
– create sales funnel	14.29%	1
– run launch	14.29%	1
– create emails with social media for launch	14.29%	1
– create emails to affiliates	28.57%	2
– create sales video	28.57%	2
– create and manage project time time	28.57%	2
– host google hang out for contributors	42.86%	3
– interview contributors for product and promotion	42.86%	3
– organize pre launch	57.14%	4
– proof read/ test the content	57.14%	4

Q10

We're excited to collaborate with you. To be considered as a contributor this round please enter your contact info:

- Answered: 8
- Skipped: 0

1. Mark Meloon
2. Aleja Seabron
3. Holly Kolman
4. Scott Palat
5. Tom Bice
6. Kennon Fort
7. Ruth Anne Wood
8. Jessica Peterson andrea sullenger

Showing 8 responses

1. mmeloon@outliermarketingresults.com
2. alejaseabron@gmail.com
3. hollykolman@aol.com
4. scott@tutorfi.com
5. tombiceenterprises@gmail.com
6. kennonfort@gmail.com
7. ruth@scriptingforsuccess.com
8. jessica@customerwowproject.com