

# The Counterintuitive Online Method To Discover Exactly What Your Customers Want

As a business owner, one of the most crucial aspects of success is understanding what your customers want. Without this knowledge, it becomes nearly impossible to deliver products or services that truly resonate with your target market.

However, figuring out exactly what your customers want can be a challenging task. Fortunately, there is a counterintuitive online method that can help you in discovering the preferences, needs, and desires of your customers.

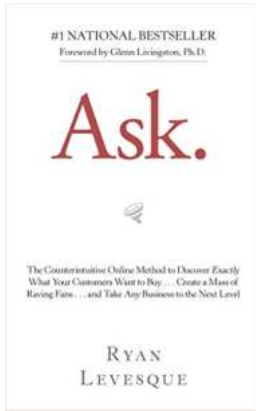
## The Power of Online Surveys

Online surveys are an incredibly valuable tool for businesses looking to understand their customers better. Unlike traditional market research methods, online surveys offer convenience, cost-effectiveness, and a wide reach. By creating engaging surveys and distributing them to your target audience, you can gather valuable insights into their preferences and opinions.

## Creating Engaging Surveys

The first step in using online surveys to discover what your customers want is to create engaging survey questions. It is important to craft questions that are clear, concise, and relevant to your business. Avoid long, complex questions that may confuse or bore your respondents. Instead, focus on asking straightforward questions that will provide you with actionable data.

**Ask: The Counterintuitive Online Method to Discover Exactly What Your Customers Want to Buy . . . Create a Mass of Raving Fans . . . and**



## Take Any Business to the Nex

by Ryan Levesque (Kindle Edition)

★★★★☆ 4.3 out of 5

Language : English  
File size : 11130 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 209 pages



Additionally, make sure to include open-ended questions that allow your customers to provide detailed responses. These types of questions can uncover valuable insights that may not have been captured through multiple-choice options alone.

### **Distributing Surveys to Your Target Audience**

Once you have created your engaging survey, the next step is to distribute it to your target audience. There are various methods available to reach your customers, including email campaigns, social media promotions, and website pop-ups. Consider leveraging multiple channels to ensure maximum participation.

When distributing your survey, make sure to provide clear instructions on how to complete it and emphasize the importance of their feedback. Offering incentives, such as discounts or exclusive content, can also motivate customers to take the survey.

### Analyzing and Utilizing Survey Data

Once you have gathered a significant number of survey responses, it's time to analyze the data. Look for patterns, trends, and recurring themes in the feedback provided by your customers. This information can help you identify the key areas in which your customers have needs or preferences.

Utilize this data to make informed business decisions. Whether it's product development, marketing strategies, or customer service improvements, the insights gained from online surveys can guide your decision-making process and ultimately lead to increased customer satisfaction and loyalty.

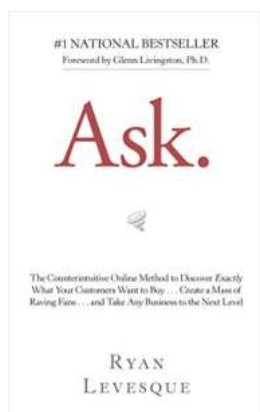
## **The Benefits of Using Online Surveys**

By leveraging this counterintuitive method of online surveys, you can gain several benefits for your business:

1. **Customer-centric approach:** Online surveys allow you to put your customers at the center of your business decisions. By understanding their needs and preferences, you can tailor your offerings to meet their expectations.
2. **Cost-effectiveness:** Traditional market research methods can be costly, while online surveys offer a more budget-friendly alternative. With little to no printing costs and the ability to reach a wide audience, online surveys provide an affordable way to collect valuable customer insights.
3. **Time-efficiency:** Online surveys can be created and distributed in a matter of minutes, saving you precious time compared to other research methods.
4. **Actionable results:** Unlike some market research methods that yield vague or inconclusive results, online surveys provide you with clear and actionable data. The insights gained can help you make informed decisions that align with your customers' needs.

5. **Improved customer satisfaction:** By actively seeking feedback from your customers through online surveys, you demonstrate that their opinions matter. This can lead to improved customer satisfaction and loyalty as they feel heard and valued.

Discovering what your customers want is essential for the success of your business. By utilizing online surveys, you can gain valuable insights into their preferences, needs, and desires. With the ability to create engaging surveys, distribute them to your target audience, and analyze the collected data, online surveys offer a counterintuitive yet highly effective method of understanding your customers. Embrace this approach and unlock the power of customer-centric decision-making.



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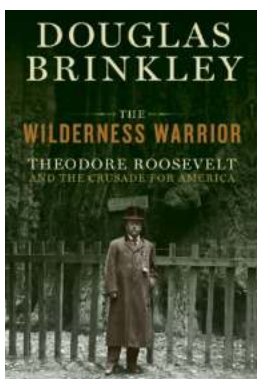


The go-to guide for small-business owners and entrepreneurs to discover exactly what consumers want to buy and how to get it to them.

As a small-business owner, entrepreneur, or marketer, are you absolutely certain that you know what your customer wants? And even if you know what your customer wants, are you sure that you are able to clearly communicate that you offer the exact thing that they are seeking?

In this best-selling book, Ryan Levesque lays out his proven, repeatable, yet slightly counterintuitive, methodology for understanding the core wants and motivations of your customer. Levesque's Ask Method provides a way to discover what customers want to buy by guiding them through a series of questions and customizing a solution from them so they are more likely to purchase from you. And all through a completely automated process that does not require one-on-one conversations with every single customer.

The Ask method has generated over \$100 million in online sales across 23 different industries and counting. Now it is your turn to use it to create a funnel, skyrocket your online income, and create a mass of dedicated fans for you and your company in the process.



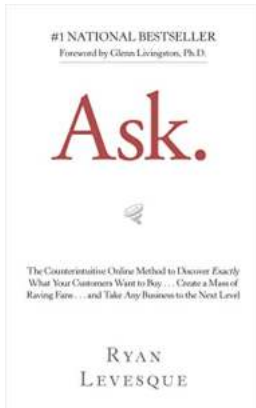
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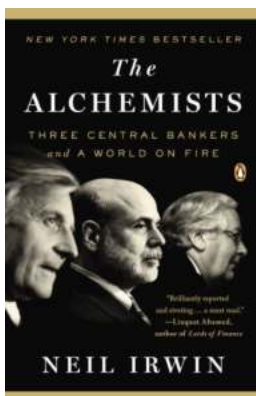
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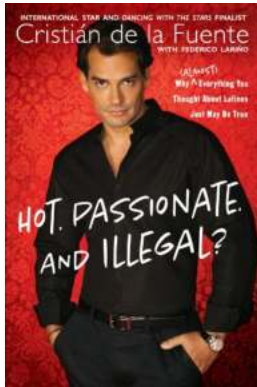
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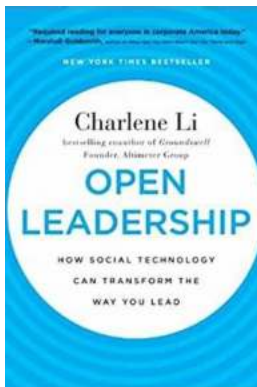
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