



CONDUCTING A SURVEY

There are many ways to conduct market research, but sometimes it helps to receive feedback directly from your potential customers. This direct feedback, taken and processed throughout your entrepreneurship journey, will help you refine your ideas as you go.

Surveys are powerful, and can give you insight into whether someone will find your ideas useful, which marketing tactics will be most attractive, and the use of surveys can even function as customer engagement, a way to make customers feel excited and valued.

While surveys are an important tool at every stage of your entrepreneurial process, we will tackle this assignment from the perspective of understanding your potential customers more thoroughly and addressing their problem points.

FREE RESOURCES FOR CONDUCTING SURVEYS

Below are three free resources that are user-friendly and easy-to-use in order to create a survey.

<https://www.google.com/forms>

<https://www.surveymonkey.com/>

<https://surveyplanet.com/>

STRUCTURING A SURVEY

- **Identify who you are reaching out to and how the survey will be implemented.** *If you are mass emailing businesses in a certain industry you may want to tackle this differently than someone surveying potential customers in person by stopping them on the street.*
- **It's a best practice to keep surveys focused on a single theme and center questions around that theme, problem, or initiative.** *For example, you have identified a problem within a certain industry. Use this survey to reach out to your potential customers and make sure that you thoroughly understand the problem and that your proposed "Business Idea" is a viable solution.*



- **Ask your customers questions, but don't direct them to the answers you want.** *It would be great if customers always told us what we want to hear, but that isn't realistic. Be open to hearing what the survey-takers have to say, and using their responses to re-think your ideas.*
- **Keep surveys short and sweet.** *The sweet spot for surveys is 10-15 questions. You want valuable feedback, but you don't want the survey-takers to feel bored or overly taxed by the experience.*
- **Use closed questions for 80% of the survey.** *This means create a mix of multiple choice, yes/no, and limited option questions, so that you have specific data to work with. If you want open-ended questions, limit those to a small portion of the survey.*
- **Make your survey fool-proof.** *Inevitably, someone will get confused by something you ask. If you are using technical jargon, make sure to define anything a layperson wouldn't understand. Ask specific questions, and if you need to have a follow-up, make sure it is a separate question on the survey. If your survey is only for people within a certain industry, be sure to have that as a question at the top!*

NOW IT'S YOUR TURN

- Create a sample survey using one of the free tools above.
- Write at least ten questions for your potential customers to better understand their pain points.
- Get the survey out there! This part might require more research, or some creativity.
 - *Tip: Use social media to your advantage. Reach out to people in your industry of choice on LinkedIn. Have your mom post the survey to her Facebook Page. Put the link in your Instagram story. While not traditional, these methods are sure to get some responses!*
- In the "Quiz" for section 3.3, submit the link to your survey.