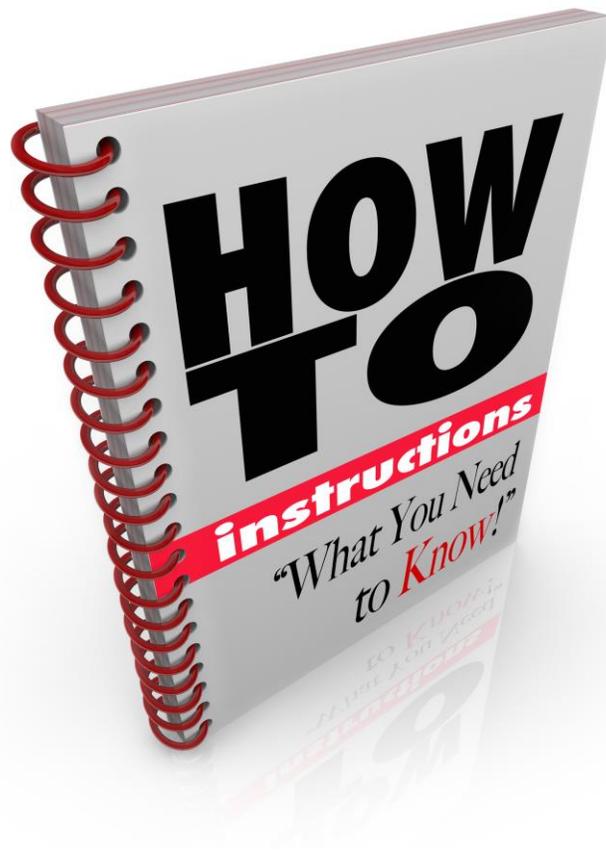




Presents:

Podcast Episode 083: How to Find Out EXACTLY What Your Audience Wants With Surveys



By: Leslie Samuel



This Transcript is provided by Become A Blogger. For more Resources like this, visit www.becomeablogger.com.

Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]



Hello, hello, hello, and welcome to another episode, yes another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I'm talking about one that will thrive no matter what gets thrown at it. I'm your host, Leslie Samuel from becomeablogger.com. I have another

exciting episode for you today.

Today's episode is all about finding out exactly what your audience wants so that, you can give it to them. I conducted a survey last week to do just that, and I'm going to be sharing the results with you. But, not just that, I'm going to be talking about the changes I'm making as a result of your input and show you how you can go about using surveys to step your game up a notch.

My goal for this short episode, keyword being "short," is to give you some actionable info that you can apply right now to help you build a better blog. That's what we're going to talk about today. Alright, the topic is, "How to Find out EXACTLY What Your Audience Wants With Surveys."

More Isn't Always Better

A brief recap... A few weeks ago... No, it's more than that now. Yes, it's about a month ago. I decided to do something that was a bit out there. I decided to take the two blogs that I was working on when it comes to teaching people to build online businesses and blogs. One was learningwithleslie.com, and of course, I'm working on becomeablogger.com. I decided to take those two brands and merge them together.

In doing so, what I decided to do, for this first four weeks, the first month, is to just pump out a ton of content. Every weekday for the last four weeks, with the exception of two days, I didn't quite make it, but for most of the weekdays except for two, I produced content. I put it up on the blog. A lot of them were interviews that I did when I went to Blog World in New York City with some awesome people, some awesome bloggers that shared some great advice that we can all just implement actionable advice because that's really what it's all about.

The reason why I did it is because first, I wanted to populate blog with even more great content. I wanted to get stuff out even more than I have been doing at the time. And, I just really wanted to challenge myself to be able to do that. The interviews that I did, I did a bunch of interviews at Blog World, and I wanted to get them out there, so that people can benefit from the information that I got while I was there at Blog World.

So, I put it all out there, and it was great. There was more content on the blog in the last month than I've ever had in anytime blogging, really.

So, I was able to do a lot there. But, there is something that I learned that was significant especially after doing the survey that I did. That main lesson was this -- get ready for it because this is a serious lesson. This is a lesson that if you learn it, it really can change the way you do things online, offline, everything. That is this, "More isn't always better." Once again, "More isn't always better."

We hear about blogging, and people say especially when you're beginning, you want to start out blogging everyday, or three to five times a week. That's what I did when I started my Biology blog, and it really did give me that jumpstart. And, I do recommend for people, especially when you're starting out to try to get as much content out there. It gets you more content to be indexed in the search engines. It gets you more content for your audience to

read when people start coming to your website, to your blog. They can go to other articles that you've published and get more information, and that's a great thing.

But, more isn't always better. That should be something that's encouraging for you if you're the kind of person that thinks, "Man, I'm struggling to come up with content." I know that's an issue for a lot of people, and I think this is encouraging. You don't always have to just be pumping out a ton of content.

So, that's what I did over the last few weeks. I merged my blogs, and I decided for this four weeks, I'm going to put a bunch of stuff out there.

Why I Did the Survey

But then, I decided to do a survey because I know that I wasn't going to do this indefinitely. It's not as if I wanted to continue to pump out content every single weekday. I don't have the time to do that. I don't have the energy to do that.

So, I wanted to make the switch now to a regular schedule, and I decided, "You know what? I should ask my audience exactly what they're looking for. I should ask them what they expect, how many times they would want me to update content, what kind of content they would want me to provide on the blog," and all that kind of stuff so that, I can know exactly what you guys want so that, I can provide what you're looking for, so that I can help you to accomplish your goals when it comes to building an online business with a blog because that's really what this is all about -- changing the world one blog at a time. I like that little tagline.

Anyhow, so I conducted a survey, and I put the survey on the blog. It was a very short survey because I didn't want it to be too complicated. It had seven questions, and the questions were tailored in a very specific way. I want to talk a little bit about that a little later. But, just to give you some of the results of the survey, I had a hundred people to date complete the survey, which was exactly my goal.

For some strange reason, I had this number of a hundred in my mind, and I wanted a hundred people to complete the survey because I feel as if that will give me a good percentage where I could get some actual information that I can use in producing the content for the blog. I got about 100 people to... No, not about 100, exactly 100 so far, and that's at the time of this recording to complete the survey. The results were very informative for me.

I've been blogging since 2008. What I love is that there's always something new that I can learn. There's always things that I can learn from you as a listener to this podcast, as a reader

of the blog, as someone that's gone through potentially, you might have gone through the [Become a Blogger training](#) and so on. There's a lot that I can learn from you, and this was one of the most rewarding activities that I've done in terms of getting good information and learning some lessons about what I can be doing from here on out.

How It Looked Like and What it Was About

Now, just to give you an idea of what the survey was about. It had questions like, "How often do you check the [Become a Blogger](#) blog? How often do you prefer me to update this blog? (I'll just read through all the questions.) What is your favorite part of this blog, whether it's the videos, or the podcasts, or the articles? What is your ideal length for a podcast episode?" When I got the results from that, I was very surprised and excited actually.

Next question is, do you depend on me sending out messages first to check the blog like email messages, social media and all that stuff. Then, how often do you prefer for me to send out email messages? And, lastly, "What do you struggle with the most when it comes to building your blog?"

Now, if you notice something about this survey, it was very specific. It's me trying to get information from you in terms of the content that I produced, how often you want it, what types of content you want, and what things you struggle with so that I can come out with content, how long would you want my podcast episodes to be. I want to talk a little bit about the results before I get into how you can go about doing a great survey that can help you to know exactly what your audience wants.

The Exciting Results

So, some of the results, when I asked how often would you want me to update the blog, 86% of the people said twice per week or less. No, not three to five times a week. Not every single day. Not every weekday or anything of that sort, twice or less.

Okay, now, the next interesting thing is most people prefer shorter episodes -- 75% of the people voted for 30 minutes. I had 30 minutes, I had 45 minutes, and I had an hour, and I have this feeling that if I had 15 minutes, I would even get people saying that people want shorter episodes than what I typically deliver. My episodes are typically 45 minutes to an hour, and sometimes even over that. But, most people prefer shorter episodes.

The next thing, this was no surprise to me, but most people love multimedia -- video, podcast, and a combination of video and podcast with some articles. Most people want diverse types of content when it comes to how they consume it whether it's video, or podcast, and so on. Only 8% of people wanted or preferred just the articles, which is always interesting to me.

Eighty-two percent of people rely on me to send out messages before coming to the blog to check out what's going on, which is something that was very interesting to me also because you think, just put the content there on the blog, and people will get used to your schedule and come to your blog to get the content because they know it's going to be there. And yes, that is valid to a certain extent. But, from this survey, 82% of the people actually want me to send out messages first, so that they can know when it's there, and then, they can come to the blog, and check it out.

Then, the question about what people struggle with the most, this, oh man, I am so glad I asked that question. I got 77 people to give me information about what they struggle with, and that is great information for me when it comes to coming up with content because I can know what you're looking for and I can provide that for you.

I got things like people struggling with traffic generation, struggling with being more productive and dealing with procrastination, not getting overwhelmed by all the stuff that's out there, and how to focus, and how to make more money with their blogs.

So, these were some of the topics. And, like I said, I had 77 answers. The ones that I mentioned just now are the ones that were coming up over and over, but there were all types of great ideas, great suggestions for content. Just based on this survey right now, I think I have enough ideas for content for the next year at least, which is great. I don't have to struggle in terms of trying to think, "Oh man, what should I write about?" I could just go and say, "Okay, what did they tell me that they're struggling with, and what did you guys tell me that you're struggling with, and how can I deliver content to help you accomplish your goals when it comes to building your blog and your online business?"

So, those were the results of my survey, and overwhelmingly, what I found like I mentioned before is people want less but they want it to be actionable. It's easy to get overwhelmed. There are so many things that we find ourselves doing online, offline, on our jobs, with our families, and time is a very valuable asset.

From what I've seen from this survey, people want short bits of information that they can listen to and then, go out there and act. So, from here on out, that is going to be my main focus. I'm

not going to be trying to give you huge, long episodes with all types of information and statistics and this and that, and blah, blah, blah.

No. I want you to listen to the episode, have some actionable points that you can take and go out there and do. So, from here on out, that's what we're going to do starting with this episode.

Creating Your Own Surveys

In this episode, I want to talk to you about how to conduct a great survey. Doing it was extremely valuable for me. But, I've seen a lot of surveys out there that really do not accomplish the goals that they were intended to accomplish. I don't want you to fall into that trap. I want you to be able to do this well so that you can get awesome ideas for product creation, awesome ideas for coming up with content, awesome ideas for what your audience wants so that, you can give it to them.

#1: Determining Your Goals and Objectives

Okay, so the first thing. The first thing I want you to do is ask yourself this question, "What is your objective? What are you trying to accomplish?" I want you to have one goal for this survey. Are you trying to create a product, and you're trying to get insight as to what type of product you want to create? Or, are you trying to produce content, just free content in your blog, and you want to get an idea of what your audience is looking for?

Decide on your main goal, your main objective, that thing that you are trying to accomplish because that's going to determine everything else we talk about. For me, my main objective was to find out the best way for delivering the highest value content to you. That has to do with how long the episodes are with what types of information I talk about in the episodes, with whether I should be sending you emails to get you to that content, with the thing that you struggle with so that, I can produce content for you.

So, it's all about content. That was my main goal -- finding out the best way to deliver you the highest value content as possible. Number one. Answer the question, "What is your main objective? What is your one goal?"

#2: Determine the Things Needed to Accomplish Your Goals and Objectives

Number two, now that you know what your goal is, what information do you need in order to accomplish that goal? What types of things do you need to know?

For me, I needed to know how often you prefer for me to post to the blog, how long you prefer my podcast to be. Should I send you emails to come to the content? Those are the types of things that I needed to know in order to accomplish my goal of delivering the highest value content as possible. That's number two.

#3: Create Surveys with Short, Direct, and Relevant Questions to Your Goals

Number three, write a short survey with direct questions relevant to your goal. So, just write down a few questions. I recommend five, six, somewhere around there. You don't want it to be too long, between five and ten. I would not go over ten because it gets long, and people have short attention spans generally. I find that I myself have a short attention span. As a University professor, I get sent surveys all the time, and at the bottom of the survey, it tells you the time that it takes to complete. When I go to the computer survey and it says, it will take 20-30 minutes to complete, immediately I X-out the page and I go about doing my business just because my time is valuable and my time is very limited.

And, I find a lot of people don't have a lot of time, and if you can make it as short as possible, something that someone can complete in a minute or two, perfect. So, write out those short and direct questions remembering your goals because that's what those questions are going to help you accomplish.

#4: Use a Survey Service that You Can Work With

Number four, I recommend using a service like Survey Daddy at surveydaddy.com. There are others like Survey Monkey that do pretty much the same thing. I like Survey Daddy because it looks nice. It's very clean, number one. But, number two, if for some reason I do decide that I'm going to be doing a ton of surveys and I want to upgrade, they have a very good monthly payment option that I can use. I don't foresee myself needing that anytime soon, or maybe not ever needing that. But, their rates are better than Survey Monkey, so I use them just in case I want to upgrade in the future.

So, go to SurveyDaddy.com, sign up for a free account, and create your survey. It does not take a long time in order to do that. But, you can do that easily and then, you can embed it in your blog.

#5: Put Your Survey Out There

Then, number five, this is important. Put your survey out there. Put it on your blog. Use social media to drive traffic to your survey. Send an email to your list if you do have a list. If you don't have a list, start building a list, please. That is one of the most fundamental things that you want to be doing with your blog. It is the foundation of your business. It's going to help you to make more money over time. It's going to help you to deliver more value to your audience, and that's really what it's all about.

So, put your survey out there. Put it on your blog. After you've created it in Survey Daddy, put it on your blog, and then, let people know that it's there.

Now, those are the five things. Number one, figure out what your objective is. What are you trying to accomplish. Number two, what information do you need in order to accomplish that goal. I shared with you my questions were. And, depending on your goals, your questions might be different than that.

Number three, write out the questions, write out the survey. Direct questions that are relevant to your goals. Number four, use a service like Survey Daddy. Create your survey. Embed it in your blog, and number five, put your survey out there, that's the embedded in your blog part actually, and then, let people know about it.

More Things You Need to Know

#1: The Fewer Questions, the Better

Now, I have some miscellaneous notes here that I want to mention. Number one, the fewer questions the better. If you can accomplish your goal with three questions, great! Just have three questions in your survey. If you need four, five, six... great. But, you don't want to go into fifteen and twenty questions. As I mentioned before, you want to make it something that they can complete very quickly. Spend a minute or two and they're able to complete that survey that will increase the likelihood of them actually doing it.

#2: Ask, "What do you struggle with the most when it comes to...?"

Number two, a great question to ask, this is one of the best survey questions I have ever seen, the question goes like this, "What do you struggle with the most when it comes to...?" For me, that is. "What do you struggle the most when it comes to building your blog or your online business?"

For you, you might be in the weight loss industry, or the weight loss niche, or getting fit. You can ask a question like, "What do you struggle the most when it comes to losing weight?" That is a very good question because if you can understand what your audience struggles with then, you know exactly what they want. You can provide that to them.

There are some emotional triggers in that question. If I am struggling with getting traffic to my blog, this is something that I'm really trying to do. This is something that I'm potentially passionate about and if you can provide me with something that shows me how to do that, I am willing to pay money for it. I want to read it, or to watch it, and to share it with friends because this is something that I'm struggling with. And, if you can find out what your audience struggles with, you can give them a ton of value.

Now, you might be asking the question, maybe you're just starting out with your blog, and you don't have a lot of traffic to your blog. Should I even do a survey if I don't have a lot of traffic? My recommendation is, yes, do a survey. Put it out there, and as you get traffic to your blog, over time, you're going to get more and more people completing the survey, giving you more information about what your audience wants.

So, yes, it might take a little longer. Or, yes, you might have a smaller sample size, but that is 100% okay. The more you put it out there, the more you start getting people to come to your site, the more people are going to fill out that survey, and the more information it gives you. The more informed you are, the better decisions you can make.

A Little Take-Home Task

So, we've spoken about the survey that I've done. We've spoken about how to conduct a great survey. Now, I want to give you a homework assignment. You know why? Because this is something that someone suggested. And, I thought it was perfect because I give you actionable data, or actionable information, and then, I tell you this is what I want you to do, and the, you can go out there, you can do it, and you can come back and let me know how it's going.

We can communicate with each other in the comments and rejoice in our successes. When you say you go out there, and you did what I recommended and you saw these results, I can encourage you. We can encourage each other along in this journey, and just continue to grow the Become a Blogger community.

So, your homework is quite simple, and I'm pretty sure you already know what your homework assignment is. Maybe I shouldn't call it homework because it sounds too much like school. I'll come up with a good name for it, or you can help me to come up with a good name for it. Let me know what you think in the comments.

Your homework assignment is decide on an objective. Are you going to be creating a product? Are you going to be just providing content on your blog? Is this going to be content for your newsletter? What is your objective? What are you trying to accomplish? Then, come up with five or six questions that give you insight into what your audience wants pertaining to that goal, pertaining to creating that product, or getting that follow up sequence for your newsletter, or just putting content on your blog.

Then, go ahead and create that survey in [Survey Daddy](#), post it on your blog, and tell the world about it. In fact, don't just tell the world about it, come back and tell me about it. Post the link in the comment section of this episode. This is going to be Episode 83. Come to becomeablogger.com/episode83 and post a link so that, I can check it out. I'd love to see what you come up with when it comes to your survey.

The people that check out Become a Blogger are people that are blogging about a wide variety of topics, so it will be interesting to see how different people apply that to their niches. Don't worry about if no one fills it out. People will fill it out over time. You might get five. You might get ten. You might get 100. You might get 1000, and come back and make me look small. That is 100% okay, and that would actually get me quite excited.

So, yes that's it. That's the end of this episode. I can start playing some music, can I? Yes, let's go with some music. Wow, this was short. This was short, but I hope you got some value from it. I hope you're actually going to go out there and take some action, create a survey, put in on your blog, so that you can feel what I felt when I started looking at those answers and started thinking to myself, "Man, I can do that."

Hey, thank you so much for listening. This is Leslie Samuel from becomeablogger.com. This is brought to you by Become a Blogger. If you don't know about Become a Blogger, I don't know what's wrong. You need to come to the blog at becomeablogger.com, check out the ten free videos.

When you come to the blog, right at the top, there's an opt-in that you can sign up for ten free videos showing you exactly how to set up a blog, one step at a time. You get to watch my

screen as I set up a blog, and there's a lot of valuable stuff there. We have some great members in the community that have been setting up blogs all over.

Our goal is to change the world one blog at a time. So, head on over to becomeablogger.com and check it out. That's all for this episode. This is Leslie Samuel from becomeablogger.com. Until next time, take care and God bless!