

POSSIBLE INTERVIEW QUESTIONS

(Note: please feel free to stray from this as much as you like ... I'm accustomed to being interviewed and only wish to provide this outline as suggested content to support your interview):

| Question | Time Required | Synopsis of Answer | Benefits to Audience |
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| <p>Can you give me the short story on your background?</p> | <p>30 to 60 seconds</p> | <p>1) Psychologist 2) Fortune 100 marketing consultant 3) Publisher, using systems I developed in #1 & #2.</p> | <ul style="list-style-type: none"> - Learn from authority on human motivation - See how to apply psychology to business - See that can be done on a small business do it yourself budget |
| <p>Why are surveys important for small businesses?</p> | <p>1 to 2 minutes</p> | <p>1) Primary marketing mistake small businesses make is narcissism. (Fall in love with product instead of with their market!). 2) Surveys give you the language already in consumer's head! 3) You can estimate market risk.</p> | <ul style="list-style-type: none"> - Simplify marketing task in listener's head. (Marketing is just asking people what they want and then giving it to them) - Virtually all small business people have had failures related to NOT researching their markets (instant empathy) |
| <p>Is there anything special you need to know before you do a survey?</p> | <p>60 seconds</p> | <p>1) The way most business people think of surveys is dead wrong and leads to marketing illusions and wasted resources. 2) Even most experienced marketers ignore</p> | <ul style="list-style-type: none"> - Listener realizes there is golden information available with simple surveys ... information that most of their competition is likely to be missing - Listener realizes |

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| | | <p>the gold in surveys, and think of them like "voting polls"</p> <p>3) A few simple tweaks in the way you design and analyze a survey means all the difference</p> | <p>that simple adjustments in how surveys are viewed and used makes all the difference</p> |
| <p>OK, so what should people know when they do surveys?</p> | <p>1 to 2 minutes per issue below (About 9 to 13 minutes if we cover them all ... otherwise, take in priority order and speed me along ... or if you DO require more material, please know that I can easily expand this section to fill approximately 60 minutes ease)</p> | | |
| <p>Question</p> | <p>Time Required</p> | <p>Synopsis of Answer</p> | <p>Benefits to Audience</p> |
| <p>Business Survey Tip #1</p> | <p>Ask Open Ended Questions & Code Them</p> <p>1 to 2 minutes</p> | <p>Avoid imposing your pre-suppositions on the market. Allow room for "living room" discussion type responses, ... but take the time to categorize them afterwards so you can do the math.</p> | <p>- Draw analogy to "research" most small biz people understand – up close and personal discussions, but add power of quantification</p> |
| <p>Business Survey Tip #2</p> | <p>Distinguish between price of entry and point of different benefits!</p> <p>2 to 3 minutes</p> | <p>#1 marketing illusion is that frequently asked questions = most important benefits. Not true! FAQs are often PRICE OF ENTRY ... it's the most DIFFICULT questions that are usually POINT OF DIFFERENCE</p> | <p>- See how to find true point of difference benefits to distinguish oneself from the competition</p> |
| <p>Business Survey Tip #3</p> | <p>Ask WHY in addition to WHAT!</p> <p>1 minute</p> | <p>Knowing WHAT people are looking for is only half the battle. Knowing WHY people are</p> | <p>Knowing WHY people are looking for your product IN THEIR LANGUAGE will often point out</p> |

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| | | looking provides the mood and tone for your motivating communications | emotional hot buttons you can use in your persuasive sales arguments |
| Business Survey Tip #4 | Ask for their PHONE 60 to 90 seconds | Even if you don't call them, willingness to give phone numbers provides a clue regarding the strength of the need, and willingness to engage in a further relationship | See how to pinpoint key issues for telephone sales (inbound & outbound) ... find out what types of marketing are most likely to succeed |
| Business Survey Tip #5 | Examine Answer Quality 1 minute to 2 minutes | Paying closer attention to HIGH QUALITY answers (rather than gross percentages which treat all respondents equally) biases you towards people more likely to buy | Find out the needs of people MOST likely to buy |
| Business Survey Tip #6 | Examine Demographics – But Not How You Think! 1 minute to 2 minutes | See which demographic groups give highest quality answers Find out which questions THEY submit Find LOW likelihood demographics and save your resources! | - Discover an unusual way to think about survey demographics that will save you money and can dramatically increase sales conversion for every advertising dollar you spend |
| Business Survey Tip #7 | Examine “Hyper-responsive” respondents 2 minutes | People who (a) give high quality answers & (b) say info very hard to find & (c) leave phone represent your business core. See what | The 80/20 rule says that almost half your profits should come from about 4 or 5% of your customers (ask me why). This is a way to |

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| | | they want! | identify those likely customers beforehand and figure out how to cater to them! |
| Business Survey Tip #8 | Estimate Market Risk 2 minutes | Buying behavior is often seen to be in direct proportion to people's willingness to take a survey under special conditions | Discover how to avoid unnecessarily risky ventures, see where most profitable marketing pathway is likely to be – find the best fishing holes! |

I would very much appreciate, (but do not require), that you mention the following at the end of the interview:

"If you'd like to learn more about how YOU can use Dr. Livingston's survey techniques to get more customers for a lower cost, sell more to them, and minimize your competition ... please visit FreeMarketingAudios.com and fill out the form to get over 7 hours of FREE audio instruction"

**Dr. Glenn Livingston is Available
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