

Finding "Point Of Difference Benefits" The 80/20 Way In Livingston Surveys

PROBLEM: Frequently Asked Questions Are Also Frequently Answered Questions ... searchers can find these answers for free in the organic listings, so while covering these "price of entry" benefits gets you into the race, it does NOT make people reach into their wallets!

80/20 SOLUTION: 3 critical questions in the Livingston Survey Method help identify TRUE POINT OF DIFFERENCE BENEFITS key to motivating purchase.

- The WHAT question "What's your single most important question about ____"
- The WHY question "What happened today in particular to make you sit down and search for _____"
- The HOW DIFFICULT question "How difficult was it for you to find a good answer for the above while searching today?" (Not at all, somewhat, very)

THE 80/20 SURVEY SCORING SYSTEM TO FIND TRUE POINTS OF DIFFERENCE

	Criteria	Points	Why It Works
WHAT QUESTION	Less than 20 characters	- 1	People submit longer answers when they're really hungry for a solution, aren't finding it elsewhere, and are willing to spend time and energy investing in their "relationship" with you in hopes of a better answer
	More than 80 characters submitted	+2	
	More than 255 characters submitted	+5	
WHY QUESTION	More than 80 characters submitted	+2	People willing to give you the full context of their search motivation are not only providing richness for the mood and tone of your advertising copy ... they're also evidencing a deeper level of trust Note: if the WHY answer simply restates the answer given to WHAT, don't add points here
	More than 255 characters submitted	+5	
HOW DIFFICULT QUESTION	Not At All	-2	Sometimes all you have to do is ask. People indicating a solution is very hard to find is a very reliable indication of a market gap.
	Somewhat	0	
	Very	+3	
COMBINE THE THREE	Positive points given for 2 of 3 questions above	Multiply score by 1.5	While the 3 questions above provide good indicators of point of difference opportunities, when people score positively on 2 or more categories, you're looking at a potential "hyper-responsive" that deserves special attention
	Positive points given for ALL 3	Multiply score by 2.7	
TOTAL	----->>>>	_____	Total all above and you get ONE score for <u>each</u> survey. Sort your spreadsheet by this score and use the top 20% in your ad copy, product development, USP, everything!

Any small business can leverage "Points of Difference" with 23 Hours of **FREE** Training on Mp3s, PDFs, and Videos (including interviews with Perry Marshall, David Bullock, Howie Jacobson, Jonathan Mizel and more) at <http://www.FreeMarketingAudios.com>