

How To Create Your 12 Product Survey

1. Come up with 12 product ideas

What solutions overserve the needs of the customers? What product could deliver the basics the customer wants for less money but still profitably?

What solutions underserve customer needs? What could you create at a premium price that would meet most of those needs and wants? Remember, people buy what they want, not just what they need. Include the things that are expected, things that satisfy the customer and one or two “delighters” that put a smile on their face.

2. Register for SurveyMonkey.com.

Surveys with 100 or less responses are free. Another service I've used for surveys is Typeform. On Survey Monkey, the basic plan is free. But you have to dig for it by clicking to see all plans. [Here is the current link](#) that includes the Basic plan.

3. Once you are logged in, click create survey and start from scratch. I don't use any templates. Give the survey a name and click create.

4. This is the question I typically use:

Which of the following 12 products would you be most likely to buy in the next 12 months? Select the multiple choice option.

5. Type all 12 of your product ideas and click done.

6. Click collect responses and you'll get a URL you can use.

One of the options is to post on social media. You can also embed on a website, send by email or post on social media. I just get the link and do it myself.

7. Variations on the above

If you're posting the survey in your own Facebook group, you can use the built-in survey feature. It's possible that the admin of a group you participate in would be willing to post it as a survey to their group.

This will get a higher rate of participation since no one has to leave Facebook.

8. Collect responses until additional responses no longer change the results.

This is usually a minimum of 30. But I like to go for 50 to 100. Get 100 if you can.

Remember that the results of the survey aren't carved in stone. But if you get zero or one vote for a product, you really want to do more research before you invest much time in creating that product.

I usually go with the survey results combined with what I understand about the target audience.