

# ADWORDS SURVEY TECHNIQUE

## HOW TO BOOST YOUR CTR BY INCLUDING SIMPLE SURVEY IN YOUR OPT IN FORMS

(A POWERFUL TWIST ON THE LIVINGSTON RESEARCH METHOD)

### OVERVIEW

- Ø In marketing, we're always looking for POINT OF DIFFERENCE benefits.
  - ü Marketing by answering FAQs only gives you PRICE OF ENTRY
  - ü You need to know what really makes you stand out
- Ø This is a simple technique for gathering additional data on your opt in form, then scoring it with a special protocol we developed for identifying the top point of difference benefits, which you then use to re-write new ads.

### INSTRUCTIONS

- Ø Put a version of the following three questions on your opt in form.
  - ü What's your most important question about KEYWORD GROUP IDENTIFIER today? (Open ended)
  - ü How difficult has it been to find a good answer while searching the internet today? (Very/Somewhat/Not At All)
  - ü Why were you searching for KEYWORD GROUP IDENTIFIER today? How, specifically, will your life improve if you can find a good solution? (Open ended)
- Ø Dump the answers in a spreadsheet and score each response with the Livingston 80/20 protocol
- Ø Sort the responses by this one number ... you'll find that the 20% of responses on the top are much higher quality --> *try using these benefits to re-write your ads*
- Ø For more detail on WHY this works, see the pages that follows

### PRACTICAL USE CONSIDERATIONS

- Ø Sometimes the addition of these questions reduces opt in conversion:
  - ü If it does ... first try making the fields smaller or less obtrusive. If that doesn't work, just run it for a little while in order to get the intelligence to boost your PPC ads, then restore your old page
  - ü Most people should make more money by sacrificing opt ins for a little while in order to get the click through boosting information
- Ø It's best if you do this keyword group by keyword group, since the "conversation in the prospect's head" generally differs greatly by keyword theme
- Ø Of course, you'll get GREAT information to increase conversion on your site, product ideas, information your sales team can use to follow up, etc.

# 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
<b>WHAT QUESTION</b>	Less than 20 characters More than 80 characters submitted More than 255 characters submitted	- 1  +2  +5	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
<b>WHY QUESTION</b>	More than 80 characters submitted More than 255 characters submitted	+2  +5	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
<b>HOW DIFFICULT QUESTION</b>	Not At All Somewhat Very	-2 0 +3	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.
<b>COMBINE THE THREE</b>	Positive points given for 2 of 3 questions above Positive points given for ALL 3	Multiply score by 1.5 Multiply score by 2.7	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
<b>TOTAL</b>	----- >>>>	_____	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!

# 80-20 Livingston Survey Quality Scoring Example

*Keyword = "social security disability"*

WHAT	WHY	HOW DIFFICULT	SCORE CRITERIA	SCORE
"Why is it so little? How do they manage to screw it up so often, and lose my check even though it is direct deposited."	"They messed up on my check again. Also I never received my back pay, they said I had been getting my workers comp benefits so I wasn't entitled to it. This is crap!"	Very Difficult	WHAT > 80 WHY > 80 ( DIFFICULT = VERY SUBTOTAL MULTIPLIER (positive on all 3)	+2 +2 +3  7 x 2.7
			TOTAL	<b>18.9</b>

WHAT	WHY	HOW DIFFICULT	SCORE CRITERIA	SCORE
"Do I qualify	"Broken Leg"	Not At All Difficult	WHAT < 20 WHY < 80 DIFFICULT = NOT AT ALL SUBTOTAL MULTIPLIER (negative on all 3)	-1 +0 -2  -3 n/a
			TOTAL	<b>-3</b>

WHAT	WHY	HOW DIFFICULT	SCORE CRITERIA	SCORE
"How soon can presumptive disability benefits be paid?"	"Because It can be very frustrating trying to get to the answers of important disability questions/resources thats vital. It's needed as soon as possible to help to determine one case; especialy if they are having serious bouts with the illnesses and ailments the suffer from."	Somewhat	WHAT < 2 WHY > 255 DIFFICULT = SOMEWHAT MULTIPLIER (only 1 positive qualifier)	-1 +5 +0  n/a
			TOTAL	<b>4</b>

*Continued next page*

# Writing Better Ads From Point of Difference Results

Let's take ONE of the point of difference (high score) responses and illustrate how we might improve the Google Ads using benefits and copy it contained

WHAT IS MOST IMPORTANT QUESTION	WHY SEARCHING TODAY
"Why is it so little? How do they manage to screw it up so often, and lose my check even though it is direct deposited."	"They messed up on my check again. Also I never received my back pay, they said I had been getting my workers comp benefits so I wasn't entitled to it. This is crap!"

Ø BEFORE: an ad like this might have been running before

## [All About SSDI](#)

Everything You Need To Know About SSDI All In One Place!

[www.AllAboutDisability.com](http://www.AllAboutDisability.com)

Ø AFTER: Given the POINT OF DIFFERENCE benefit above, we might try some ads like this instead (Note: you'd be evaluating dozens of survey responses, all scored by their value)

## [SSDI Screwed You Again?](#)

Why is your check so small?  
Get what's coming to you. (Free)

[www.AllAboutDisability.com](http://www.AllAboutDisability.com)

## [SSDI Check Too Small?](#)

End Your Disability Nightmare.  
Get You What You Deserve!

[www.AllAboutDisability.com](http://www.AllAboutDisability.com)

Ø DO YOU SEE HOW MUCH EASIER IT IS TO CONNECT WHEN YOU STOP GUESSING AND START ASKING?

# VISUAL EXAMPLE – OPT IN FORM

*All About*

## **BUNNY RABBITS**

An open invitation to anyone interested in Rabbits ...

*Learn Rabbit Secrets  
You Can't Find Anywhere  
Else On The Internet*

Learn everything you need to know about rabbits with our **FREE Rabbit Tips Newsletter!**

Complete the form below and instantly discover...

- >> **How To Get A Rabbit To Really Trust And Love You!**
- >> **Secrets Which Can DOUBLE Your Rabbit's Life!**
- >> **How To Keep Your Rabbit Fresh, Clean, And Sweet Smelling!**
- >> **Little Known Secrets About Rabbit Health, Care, Exercise, and Handling!**
- >> **How To Litter Train Your Rabbit!**
- >> **Much, Much More Rabbit Information!**



### Free Rabbit Secrets

Name:

Email:

Your single most important question about rabbits?

WHY were you searching for information about rabbits TODAY?

How difficult has it been for you to find a good answer to the above while searching today?

Not At All Difficult

Somewhat Difficult

Very Difficult

# VISUAL EXAMPLE – SURVEYING YOUR LIST



*All About*  
**BUNNY RABBITS**

Hey you! Bunny lover! ...

**Can I Get Your Feedback?**

Just answer these 3 quick and easy questions to help improve my free newsletter and other rabbit goodies!

1. What's the single most important thing I can help you and your bunny rabbit with which I haven't addressed so far?

2. How difficult has it been for you to find a solid answer or solution to the above elsewhere?

**2. How difficult has it been for you to find a solid answer or solution to the above elsewhere?**

- Not At All Difficult
- Somewhat Difficult
- Very Difficult

**3. Why, specifically, would getting a solid answer or solution be important to you? How, specifically, would it change your life?**

*(NOTE: I hope you'll be as detailed as you feel comfortable with on this question since this is really the most important part of your feedback to me!)*

>> Submit My Rabbit Feedback! <<

Sincerely,

*Jessica Harrison*

**Jessica Harrison**  
*(The Pet Rabbit Book Gal)*

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