

HOW TO CREATE A CUSTOMER SURVEY

BRANDING 101

The essence of your brand is the actual value you provide your clients.

Understanding this is the difference between just getting by, and succeeding in an overly-crowded marketplace.

One way to learn the true value you are providing is to listen carefully to what your clients say about you. Their compliments can hold a wealth of information about **what** they value, and **how** you meet it.

If you can't figure out what your clients value about your service that way, the best way is to ask them, and the easiest way to do that is to have them take a survey.

In the video link below, I'll show you exactly how to set up a customer survey (that you can copy). And I'll also share with you how to get your customers to participate.



WATCH THE VIDEO