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**Dr. Sharon Livingston:** Welcome to the latest edition of the Sharon and Glenn Show, also known as the Dr. Glenn and Sharon show, depending upon who's listening and who's talking at the moment. We are here tonight to tell you some interesting information with regard to questions that people frequently ask Glenn. Glenn what's one of the critical questions?

**Dr. Glenn Livingston:** There's a couple of questions that people ask me all the time. One of them is, hey Glenn, you're known for going into market after market with this comprehensive systematic way of evaluating the market and figuring out where the buying heat is and where the buying heat isn't and minimizing risk. What if I've already got an existing business and how can your system work for me?

**Dr. Sharon Livingston:** That's a great question.

**Dr. Glenn Livingston:** It is and the answer is *actually*, that it is more powerful for an existing business.

**Dr. Sharon Livingston:** Really?

**Dr. Glenn Livingston:** Well, there are several different aspects of this system, one aspect is the risk minimization part, where you're setting up your different channels of keywords or lists or direct mail or radio or something like that and figuring out where the greatest opportunity is to get the most effective return on investment for your traffic dollars. But, that's only one part and that's the part that helps you to establish a profitable traffic stream. That's really where the greatest level of risk lies, I think in starting a business, is figuring out where you're going to buy the traffic and can you afford it.

**Dr. Sharon Livingston:** Right.

**Dr. Glenn Livingston:** If you've already got an existing business, especially if you've got a house list, you've got an email list or a mailing list, well what happens then is all of your costs of doing the research basically disappear. So you're no longer worried about establishing a profitable traffic stream. Now you're looking at what can I do to multiply the traffic stream and the elements of the product, which help you to clearly identify the concerns and the best ways to segment your market so that you're getting the right message to the right customers and the right prospects. Those all come right to the foreground and you can concentrate on them. You can usually get a much larger sample for a lot less money. The issues of the time to collect the research are no longer quite the same, how much money it costs is not the same. Basically, what you're doing is adding intelligence to an already profitable system. It's hard to imagine that you can do anything but profit with it.

**Dr. Sharon Livingston:** What if you don't have a list?

**Dr. Glenn Livingston:** If you do have a business and you don't have a list?

**Dr. Sharon Livingston:** Yeah.

**Dr. Glenn Livingston:** Okay, so let's say you're buying regular traffic, you've got a passing flurry of people, and that's working out profitably for you. In that case, what you want to do is just divert a small fraction of the traffic over to a survey.

**Dr. Sharon Livingston:** Wow.

**Dr. Glenn Livingston:** So sometimes there's a minor cost of doing that, in that, the traffic that takes the survey is not necessarily going to buy. In some cases, you can divert them to the survey and you can use that as an incentive for some discount on what it is that you're selling. That's perfectly legitimate to do, because the people that would want that would be people that are viable customers for you anyway. Sometimes what can happen is you divert a portion of the traffic and they take the survey in exchange for that discount and you actually make more money by doing the survey right away.

**Dr. Sharon Livingston:** A number of people who have bought the package on *How To DOUBLE Your Business*, have had existing businesses it seems to me and you've been talking with some of them. Could you give any examples without naming names, but any examples of some things that have helped?

**Dr. Glenn Livingston:** I'm actually now helping Perry Marshall with a survey for his existing business.

**Dr. Sharon Livingston:** Well, there's an existing business for sure.

**Dr. Glenn Livingston:** There's a good one, sure. I'm working with a guy who teaches web design.

**Dr. Sharon Livingston:** Mhmm.

**Dr. Glenn Livingston:** We are surveying his list to figure out the best way to provide enhanced value to them.

**Dr. Sharon Livingston:** Mhmm.

**Dr. Glenn Livingston:** There's a gentleman, who's got a *Dish Network Satellite TV* service.

**Dr. Sharon Livingston:** Uh-huh.

**Dr. Glenn Livingston:** It's got thirty people working for him. It's been running for years and he buys a fortune worth of Google traffic everyday. I'm helping him to improve his profitability and conversion. To figure out what other offers they should be providing. One of the most important things to consider in an existing business is, who are your most hyper responsive customers and what do they want? Because while most people are always thinking about how can they spend less money on their prospects and customers, what you really want to do is figure out who are the customers that will pay off, if you spend more on them.

**Dr. Sharon Livingston:** Right.

**Dr. Glenn Livingston:** Where do you want to put your efforts into calling, sending gifts, sending mail, providing them with extra discounts and where is that kind of money going to be wasted. If you don't have an existing business and you survey your list the way that you figure out who's hyper responsive and who's not is simply by the quality of the survey information that they give you. The length of the question and the quality of the question and the level of passion that they give you and how difficult they said the information is to find and a number of other real estimation matrix's. But when you have an existing business, you could survey your list and you could tie everything back to who's bought and who hasn't and how much they've bought. So what that empowers you to do is say, well look, my heavy users, the people who've spent the most money with me, this is what's on their mind and this is how I can serve them. The people that have just kind of been hanging out in the fringes and aren't ready to buy, well this is what might push them over the fence. So you really get to segment your list, not only by concerns or keywords or channels, but you can segment your list by actual market behavior, which is much more valid and much more powerful. So marketing research, with an existing business, is one of the most powerful things that you can do. If you think about it, how did we make our living for so many years, right? We served the largest existing businesses in the world.

**Dr. Sharon Livingston:** Exactly.

**Dr. Glenn Livingston:** An incremental insight, if you're making 20 million dollars a year net or something, a 1% increase due to even one comment you notice on a survey that somebody hadn't noticed before, that gives you a new product line of something like that. That can be a fortune.

**Dr. Sharon Livingston:** Right.

**Dr. Glenn Livingston:** Even on a \$50 thousand a year business, once you're already in the black, the cost benefit ratio of intelligence is just ridiculous. That's why you'll see that the people that are most successful online, offline, the most successful entrepreneurs really don't hesitate, once they see that there's something that they need to learn, they just don't hesitate to pay for education. That's why I spend like \$50 thousand dollars a year on books and tapes and courses.

**Dr. Sharon Livingston:** To make things a little better.

**Dr. Glenn Livingston:** Yeah.

**Dr. Sharon Livingston:** It becomes incremental and it really builds. You know, you want to hear a funny thing based on what you were saying before?

**Dr. Glenn Livingston:** I always want to hear a funny thing.

**Dr. Sharon Livingston:** You were saying about "heavy users." Well as you know, I work for a lot of people in the snack industry and they have banned the words heavy users from their vocabulary.

**Dr. Glenn Livingston:** {chuckles}

**Dr. Sharon Livingston:** They have to say high volume users.

**Dr. Glenn Livingston:** That's funny.

**Dr. Sharon Livingston:** Because there's a bad stigma.

**Dr. Glenn Livingston:** It's not politically correct, you can't say fat.

**Dr. Sharon Livingston:** Right and just because they are a heavy user, doesn't mean that they're fat, but there is that implication. So what's another question that you've been getting a lot of?

**Dr. Glenn Livingston:** Another question is, is this more of an academic system or is it really a step-by-step process?

**Dr. Sharon Livingston:** What does that mean academic verses step by step?

**Dr. Glenn Livingston:** Well, I'm a good talker. I've had a lot of education and I'm very passionate about what I do. A lot of people have encountered people like me, where they get very excited about, as kind of intellectual entertainment. A thousand dollars for intellectual entertainment is really rather expensive. Now, part of that is just because people would prefer to dream and not to do. I always tell people don't buy my system if you don't want to actually *do* it. But what we actually did in the seminar was walk through a market from the point where we knew nothing about it, until the point where we were ready to launch. We went step by step by step and we had a set of flow charts and easy to follow guides for what you do at this, that step and what you do at that step.

**Dr. Sharon Livingston:** Everyone loved it.

**Dr. Glenn Livingston:** And everybody loved it.

**Dr. Sharon Livingston:** Everybody at all levels of different intellectual progress in school and stuff like that. We had people who are high school graduates and we had people who were a bit more.

**Dr. Glenn Livingston:** Yeah, so I think that some people are just frightened that this is, like more fuel for the dream, as opposed to, real tools to move forward. Now, I wouldn't 100% promise that every little bit of it is going to immediately understandable, particularly during the first day, there were some points when people told me I gave them so much information that it was hard for them to absorb. But, what you'll see is that I was very, very attentive to everybody's questions and we re-worked everything that anybody was confused about.

**Dr. Sharon Livingston:** If you listen to anyone who came to the session afterwards, they all felt that they had meaningful easy to use things they had incorporated and they had figured it out.

**Dr. Glenn Livingston:** Yeah, the other thing about that is, after the seminar I watched it several times, you know, when I had plenty of time to step back and think. I created a set of DVDs that clarified any remaining questions. Then we had a series of follow-up calls, once a month, which are also something that you can download once you get the package. In the follow-up calls, as people were actually doing it themselves, I answered all their questions and made it possible for them to implement it. Then of course, there's an outsourcing guide for every piece on the puzzle, so that once you go through it one time, you really don't have to do it yourself again.

**Dr. Sharon Livingston:** I'm wondering if there's anything else, you'd like to tell people?

**Dr. Glenn Livingston:** Well, there's a bunch of things, there's a bunch of questions that people have been asking.

**Dr. Sharon Livingston:** Oh, cool.

**Dr. Glenn Livingston:** A lot of people say, well if I spend a grand on your course, then I have to go out and buy all this special software and are you going to charge me a monthly fee for the software and all that kind of thing. The answer to that is, there's really no special software required. You can use any survey service or script that you want to. There's no monthly fee. I have not developed my own software. There's nothing you have to pay me for if you by the product. As a matter of fact, I've had some people who have done these processes, without actually even having a website. So the survey script that I use, which is like \$40 from [www.willmaster.com](http://www.willmaster.com). It's called *Master Survey*. I like that because it just gives you some codes that you can copy and paste onto a website. I like to be able to have full control over what the website looks like. But a lot of people just use insightful surveys or survey money or even the ask database, to complete their surveys.

**Dr. Sharon Livingston:** That's worked out really well for them.

**Dr. Glenn Livingston:** Yeah.

**Dr. Sharon Livingston:** Mhmm, good. What's another question?

**Dr. Glenn Livingston:** I suppose the other question is, will this really work for me? I market off the internet, or do you think it will work in real estate? Do you think it would work in mortgages? Do you think it would work in left-handed guinea pigs from Guam?

**Dr. Sharon Livingston:** {chuckles}

**Dr. Glenn Livingston:** My answer to that is, this is a marketing intelligence system. This isn't a technique per say, there's some techniques associated with it, but this is a system of principals that you use to gather market intelligence at any market, through any media. So I actually developed most of the principles before the internet really existed, or before anybody was actually using it, when I was a corporate consultant for large companies who are marketing offline. American Express was doing direct mail and Lipton was advertising on television or in print magazines. The whole idea of this system is to split out the different sources of prospects you might have, who might be different from one another. If you advertise in one magazine, it's probably going to attract different people than another magazine. If you advertise in one radio show, it's probably going to be different than another radio show, which is going to be different from your magazines, which is going to be different from your print lists. To figure out how much buying heat was associated with each of those channels and what specifically they wanted and how to group them. The reason that I evolve towards the internet, is because the internet is so much faster and more trackable and easier to make changes with. So it's much more fast loaded and you don't have to wait a month to get results back.

**Dr. Sharon Livingston:** Mhmm

**Dr. Glenn Livingston:** I tend to like to develop a market first and foremost on the intent, but the internet is more like a multiplier of the principles that are available.

**Dr. Sharon Livingston:** That's an incredible test ground, isn't it?

**Dr. Glenn Livingston:** It's an incredible test ground; these are common things that everybody really knows about the internet. It's not something that unique that I've contributed. What I want to get across is that, whatever you're going to do, whatever you do online or offline, you need to have a strategic understanding of your market. You need to know who your prospects are. What concerns are on their mind? What are their priorities, in terms of features and functions? What are the things they are looking for? What are their emotional priorities and human needs that your product can serve? How do you group everybody, most effectively based upon those needs and concerns? That's like a strategic bull's eye. In the absence of that strategic bull's eye, you're just playing blind archery; you're just shooting arrows in the air.

**Dr. Sharon Livingston:** Right.

**Dr. Glenn Livingston:** Even if you are opening up a lemonade stand on a particular street corner and you know, you're doing this with your six-year-old kid. There are principals that you can learn about how to ask questions and do a survey of the people that are passing by that street corner, so that you can open up the best lemonade stand, if you want to.

**Dr. Sharon Livingston:** Makes total sense, that's great. I think it's wonderful that you can address these things when people bring them up to you consistently. I think it's so fascinating that the same questions are repeatedly brought up to you.

**Dr. Glenn Livingston:** Well, that will happen in any market. Even after you've totally completed a study, there's always a subtle difference between when you are actually researching the market and then when you are actually marketing in the market. Because there's a different level of commitment that people give you in surveys verse actually purchasing. A new level of expectations and satisfaction and what it takes to satisfy them. There's always a set of questions that comes up.

**Dr. Sharon Livingston:** I don't know what's most exciting to you about the feedback that you get, but what's been exciting to me is every now and then you'll say, oh by the way, so and so called and they only did a few of the things I suggested and they already tripled. That to me is the proof of the pudding and it just tickles me when you say that. I love it.

**Dr. Glenn Livingston:** When you see the seminar, you're going to see what I do. And what I do is implement probably about twenty principals, which I've arrived at over twenty years of being in marketing research and a lot of painful experimentation after our big crash of 2001 and all the money we lost and having to work things out in a way that I'm sure was not going to risk money in. So I've done a lot of convincing myself that these principals are most effective when you apply them all together, but if you take really any one of them and apply them to your business, you're going to get added value.

For example, I generally like to have people do 800-100 surveys. If you ask me, how many respondents do I want on a survey? I'm going to say 800-1000.

**Dr. Sharon Livingston:** You want an ample sample.

**Dr. Glenn Livingston:** I want an ample sample, but some people don't have the patience to do that. Some people don't have the money to do that. Some people don't have the time to do that and so there are people that will do 100 surveys.

**Dr. Sharon Livingston:** Really?

**Dr. Glenn Livingston:** Yeah, and see it's not a black and white thing. Its not like an 800-person survey is good and a 799-person survey is bad. It's a question of the power of the microscope that you're using and how finely you can break things up into groups. Since I like to break things up into groups, sub groups, and still have the law of large numbers working for me, I like to have much larger samples. But, the truth is, if you really weren't going to do any of the mathematical work that I do at all, even if you were just to survey fifty people in your market. Ask them their most important question and how hard it was to find and then you dumped it all into a spreadsheet and you sorted it by how difficult it was for them to find, you would be much better off then if you hadn't surveyed the market at all.

**Dr. Sharon Livingston:** Right, very cool.

*Thanks very much for your time and attention. If you would like to find out more about the Comprehensive Marketing Research System that I have used to succeed in market after market, please visit [www.HowToDoubleYourBusiness.com](http://www.HowToDoubleYourBusiness.com).*