

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 DIFFERENT 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 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
WHY QUESTION	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
HOW DIFFICULT QUESTION	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.
COMBINE THE THREE	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
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.LivingstonReport.com>

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 benenefits 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	18.9

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	-3

WHAT	WHY	HOW DIFFICULT	SCORE CRITERIA	SCORE
"How soon can presumptive diability 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 dtermine one case;especialy if they are having serious bouts with the illnesses and ailments they suffer from."	Somewhat	WHAT < 2 WHY > 255 DIFFICULT = SOMEWHAT MULTIPLIER (negative on all 3)	-1 +5 +0 n/a
			TOTAL	5

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"The 80-20 Survey Quality System Says 20% Of Market Concerns Deserve 80% Of Your Focus!"

	Average Survey Quality Score
Disability jobs and money	7.6
Earning SSDI or SSI Check questions	6.1
State specific	5.7
Disability housing, accessories, transportation, lifestyle	3.3
Self esteem & health or life	3.0
Disability statistics and laws	2.8
Disability qualification	2.4
Disability system & approval process	1.3
Parents of disabled children	0.7
Attorney or advocate	0.7
Forms and information	0.3
Medicaid and death index	-0.1
SSI related	-0.2
Disability benefits	-0.5
VA disability	-0.6
Disability - how to get started	-0.7
Fibromyalgia and disability	-1.2

Note: data above has been slightly altered to protect business interests, but this alteration did not effect the illustration of the 80-20 quality score principle