



Platform

UNIVERSITY®

Module Seven

Conduct Audience Research

Training Video One

How to Identify Your Primary
Objective with Audience

Training Video Two

How to Construct an Engaging
Reader Survey

Training Video Three

How to Transform Survey Data
into a Powerful Story



The Most Effective Way To Discover What Your Audience Is Thinking with Michael Hyatt & John Meese



Masterclass

Your relationship with your audience is one that is constantly evolving. As you get to know them better, you can better service their needs. You can tailor products just for your target audience and focus on solving the problems you set out to solve with your Value Proposition Statement in Module One. In this Masterclass interview, John Meese will discuss how you should approach audience research to get to know your readers and followers at a much deeper level.

NOTES



Training One: How to Identify Your Primary Objective with Audience Research



Deep Dive

In this training video, we're going to help you identify your primary research objective. What do you want to learn about your audience, and how will this knowledge help you?

NOTES



Training One: How to Identify Your Primary Objective with Audience Research



Deep Dive



Primary Research Objective: the most important information you want to learn about your audience through your reader survey

Refer back to your Value Proposition Statement from Module One. Which of these answers do you feel the least confident in?



Who is your audience?



What is their problem?



Why does it matter?

Tips to help you discover your primary objective and conduct valuable research:

1. Always ask yourself about the difficulties your audience is facing
2. People usually don't know what they want, but they can often tell you what they don't want
3. Ask questions about past behavior
4. The fewer responses you have, the more skewed your results may be by one or two respondents
5. The bigger your sample size, the more accurate your responses will be



Training One: How to Identify Your Primary Objective with Audience Research



Deep Dive

What is your Primary Research Objective?



SMIQ: the Single Most Important Question

Follow the SMIQ framework laid out by Ryan Levesque.

SMIQ Framework:

“When it comes to _____, what is your #1 problem or frustration? Please be as specific and detailed as possible.”



Training Two: How to Construct an Engaging Reader Survey



Deep Dive

Now it's time to set up your actual survey. Before you dive in, we want to share a helpful tool that we use at Platform University as well as some important tips to help you get the most out of your research.

NOTES



Training Two: How to Construct an Engaging Reader Survey



Deep Dive

Best practices:

1. Ask five to ten questions
2. Start with short, easy-to-answer questions and work your way up to longer, open-ended questions
3. Limit your open-ended questions to one or two
4. Ask question to determine demographics (identity) as well as psychographics (behavior)
5. Ask for your respondents contact information

How to create a TypeForm account:

- Visit PlatformTips.com/Typeform
- Create login and click **Create my free account**
- Click **Create a new Typeform**
- Name your survey and begin populating it with your questions

Sample Questions:

1. What is your gender?
2. What is your age? (offer ranges to choose from)
3. What is your marital status?
4. What is your family's annual household income? (offer ranges to choose from)



Training Two: How to Construct an Engaging Reader Survey



Deep Dive

Sample Questions (continued):

5. If money or time were no object, what would you like to achieve in the next five years?
6. When it comes to [TOPIC], what is your #1 problem or frustration? (Please be as specific and detailed as possible.)
7. How likely is it that you would recommend my blog to a friend or colleague?
8. Lastly, we may follow up with a few people personally to learn a little more about your situation. [List as text and not a question.]
9. If you would be open to chatting for a few minutes, on the condition that we promise not to try to sell you anything please leave your name and email, and (optionally) your phone number. [List as text and not a question.]
10. Contact Info



Pro Tip: Don't forget to include a thank you message at the end!



Training Three: How to Transform Survey Data into a Powerful Story



Deep Dive

Data is a powerful thing. We're going to show you how to transform numbers and statistics into a narrative you can use to create an audience avatar. This will help you create content that is customized to your target audience.

NOTES



Training Three: How to Transform Survey Data into a Powerful Story



Deep Dive

Once you've reviewed your data, you'll want to keep a few things in mind:

1. Pay attention to hyper-responders who answer with long, detailed responses
2. Review number of responses to determine if it's a good sample size
3. The data may not seem exciting until you plug it into an audience avatar



Audience Avatar: a narrative description of a single fictional person who embodies your target audience

Your Audience Avatar should include:

- A gender-neutral name (unless your audience is 90% one gender)
- Their age
- A few details about their life
- What their goals or aspirations may be

Here's an Audience Avatar example:

Taylor LOVES my blog, and recommends it to all their friends and colleagues. They are a full-time employee at a major corporation making more than \$100,000 per year. Taylor is 47 years old, and happily married.



Training Three: How to Transform Survey Data into a Powerful Story



Deep Dive

Here's an Audience Avatar example (continued):

Taylor's true dream is to build an incredible company, one that changes the world for the better-but also makes it possible for their family to donate generously to several charitable causes they're passionate about.

While that dream seems attainable, it's incredibly difficult for Taylor to find the time to actually work on the platform that will fuel that business one day.

Write your Audience Avatar here:



Training Three: How to Transform Survey Data into a Powerful Story



Deep Dive

Helpful tips when working with your Audience Avatar:

1. Keep this Audience Avatar handy
2. Update it with every survey as you get to know your audience better
3. Write your blog posts and emails to Taylor
4. Solve problems for Taylor to make their life better



Module Seven Additional Resources

Below you'll find helpful links, important resources and additional information to guide you while you set up your social media embassies.

Ask by Ryan Levesque



Ryan Levesque's Blog



Platform University Interview: The Best Way to Learn Exactly What Your Customers Want with Michael Hyatt & Ryan Levesque



TypeForm



Blog Post: What I Learned from My 2015 Reader Survey by Michael Hyatt





Before you move on . . .

Way to go! Here's your Module Seven checklist:

- Determine your Primary Research Objective
- Create a Typeform account
- Create a survey for your audience
- Send that survey to your readers, post a link on your blog or share on Social Media
- Review the data
- Keep an eye out for outliers that may skew the data
- Pay close attention to longer answers on the open-ended questions
- Keeping all of your data in mind create an Audience Avatar
- Keep your Audience Avatar close by and use it to create new content for your audience