IGNITE Your Business: Survey Builder

Unlock your potential with this Survey Builder, designed for Australian entrepreneurs, small business owners, and ambitious beginners to create surveys that validate customer needs and market opportunities. Follow the steps from IGNITE: INSIGHT – Uncovering Market Opportunities (Chapter 3) to design, deploy, and analyze surveys. You can download your Survey Builder at phillipmatthew.com/resources

1. Email *

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2. Goal *

- Prompt: Define the specific goal for your survey. Example: Validate demand for vegan menu items or Confirm interest in eco-tourism packages.
- Be clear and precise.
- Example: Validate demand for vegan breakfast options at my Melbourne café.
- Purpose: Aligns with UYP Formula's data-driven decision-making step, focusing the survey's purpose.

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3. Survey Questions 1 *

- Prompt: List 3–5 survey questions to validate customer needs or market gaps. Example: What plant-based menu items would you order?"
- Include a mix of open-ended and multiple-choice questions for depth.
- Example: Question: What plant-based menu items would you order?
- (Multiple-choice: Weekly, Monthly, Rarely)
- Purpose: Encourages concise, targeted questions, as outlined in Chapter 3.

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4.   Survey Questions 2 *

- Prompt: List 3–5 survey questions to validate customer needs or market gaps. Example: What plant-based menu items would you order?"
- Include a mix of open-ended and multiple-choice questions for depth.
- Example: Question: What frustrates you about current café menus?
- (Multiple-choice: Weekly, Monthly, Rarely)
- Purpose: Encourages concise, targeted questions, as outlined in Chapter 3.

5. Survey Questions 3 *

- Prompt: List 3–5 survey questions to validate customer needs or market gaps. Example: What plant-based menu items would you order?"
- Include a mix of open-ended and multiple-choice questions for depth.
- Example: Question: How often would you order vegan breakfast options?
- Multiple-choice: Weekly, Monthly, Rarely
- Purpose: Encourages concise, targeted questions, as outlined in Chapter 3.

6. Distribution Channel *

- Prompt: Specify how you'll share the survey, Instagram Stories, email list, local Facebook groups. List at least one channel you will use.
- What if any incentives do you have for people to complete survey
- Example: Share via Instagram Stories/Café email list/offer a free coffee as an incentive.
- Purpose: Ensures effective survey reach, tailored to Australian audiences.

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7. Key Findings *

- Prompt: Summarize the survey's key findings, 65% want vegan breakfast options.
- Highlight pain points or opportunities revealed by responses.
- Example: 65% of respondents want vegan breakfast options; 50% cited limited variety as a frustration.
- Purpose: Synthesizes survey data, aligning with the Law of Action.

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8. Validation Data and Next Steps *

- Prompt: Validate findings with secondary data using Google Trends/Roy Morgan or other reputable researcher.
- List 2–3 next steps example: Test vegan menu items/Specify sources and actions.
- Validation Examples: Google Trends: Rising searches for vegan breakfast Melbourne/Roy Morgan: 60% of urban customers prioritize variety.
- Next Steps: Test vegan brunch menu;/source local vegan ingredients;/run a focus group.
- Purpose: Ensures evidence-based decisions and actionable outcomes, tied to UYP Formula's strategic execution.

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Google Forms