

Members Only

Privileged Information

LEGAL DISCLAIMER AND TERMS OF USE

You do not have resell rights or giveaway rights to any portion of the publication. Only customers that have purchased this publication are authorized to view it. This publication contains material protected under International and Federal Copyright Laws and Treaties. No part of this publication may be transmitted or reproduced in any way without the prior written permission of the author. Violations of this copyright will be enforced to the full extent of the law.

The information services and resources provided in this publication are based upon the current Internet marketing environment. The techniques presented have been extraordinarily lucrative and rewarding. Because the Internet is constantly changing, the sites and services presented in this publication may change, cease or expand with time. We hope that the skills and knowledge acquired from this course will provide you with the ability to adapt to inevitable Internet evolution. However, we cannot be held responsible for changes that may affect the applicability of these techniques.

Any earnings, income statements or other results, are based on our own testing and are only estimates of what we think you could earn. There is no assurance you will do as well as stated in any examples. If you rely upon any figures provided, you must accept the entire risk of not doing as well as the information provided.

Screenshots in this publication are from publicly accessible field archives. All product names, logos and artwork are copyrights of their respective owners. None of the owners have sponsored or endorsed this publication. While all attempts have been made to verify information provided, the author assumes no responsibility for errors, omissions, or contrary interpretation on the subject matter herein. Any perceived slights of peoples or organizations are unintentional. The purchaser or reader of this publication assumes responsibility for the use of these materials and information. No guarantees of income are made. The author reserves the right to make changes and assumes no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

— The ASK Deep-Dive Survey GSD —

Could This Survey Strategy Be the Greatest Marketing Breakthrough of All Time?

Ecom Insider Members Are Making Ongoing
Revenue from This Strategy in More Ways Than
You Can Imagine ... **Now It's Your Turn!**

**And best of all ...
it's quick and easy to implement ... Let's go!**

CONTENTS

- Hey Insiders! 5**
- A Proven Formula to Discover EXACTLY What People
Want to Buy AND How to Sell It to Them 6**
 - What’s This Strategy All About? 7
 - The Secret to a Marketing Breakthrough in Six Words 7
 - Two Profitable Examples of Using the ASK Formula 8
- Example 1: Ecom Insider Member, Chuckie Gregory 9**
 - About This Project 10
 - Enter, the ASK Deep-Dive Survey 10
 - What’s Next with This Survey Data? 20
- Example 2: Ecom Insider Member, Matt 21**
 - Why Warming Up Your List Is So Important 21
 - A Smart Alternative So You Don’t Burn Your List 21
 - Here’s a Quick Look at the Results! 23
- What’s Super Cool About These Three Warm-Up Emails ... 25**
 - Email 1: The Famous “Nine-Word Email” 25
 - Email 2: ASK Deep-Dive Survey Email with the SMIQ 27
 - Email 3: Reminder to Fill Out the Survey Email 32
 - Interesting Observation about These Three
Warm-Up Emails 33
- About the Four-Day Promotion Emails 34**
 - The Transition in Email 1..... 35

Hey Insiders!

Bret here again. I hope all is well.

I have a *serious* question for you ...

What factors would determine the greatest marketing strategy of all time?

Any ideas? Let me help ...

Think about this ... What if there were ONE strategy that could tick all (yes, ALL) the boxes from the list below?

- Improve all your lead-generation efforts.
- Improve conversions on every page.**
- Help you write sales copy like a pro!
- Give you the best headlines and unique value propositions.**
- Improve your email open and click-through rates.
- Help you segment and target your audience.**
- Create powerful user-generated content.
- Show what hooks and objections work.**
- Help launch a new product, profitably.
- Help reengage with inactive subscribers.**
- Build a stronger relationship with your VIPs.
- Make money the same day you implement.**
- Set up as an evergreen strategy, if you like.

Impressive list? Well, could there be ONE strategy that ticks all those boxes?

Short answer? **YES!!**

It's called the **ASK Deep-Dive Survey**—and this GSD shows you, step by step, how to quickly implement this strategy, even if you have no team or experience!

Let's roll ...

- Bret -

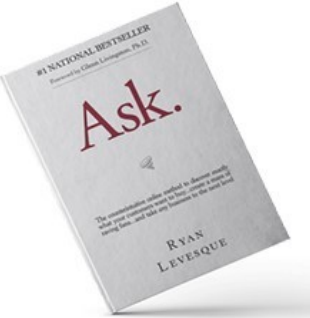
A Proven Formula to Discover EXACTLY What People Want to Buy AND How to Sell It to Them!

Straight up ... What you're about to read are TWO actionable **ecommerce examples** (by Ecom Insider members) inspired by the #1 national best selling marketing book, **Ask** by Ryan Levesque. *But not only that ...*

The two examples in the GSD are only a small (very small) snippet from a much larger strategy outlined in Ryan's epic book. So, think of this GSD like the "low-hanging fruit" part of the ASK Formula, but ... **the quickest way to monetize it for your store!**

Before we get started, here are some important notes ...

Note 1: *If you want to go deeper and unlock the entire ASK Formula, which includes the lead-generation funnel and email follow-ups, then absolutely you should order the book. It's an easy read and very practical to implement. Highly recommended!*

	<p>ASK—The Counterintuitive Online Formula to Discover Exactly What Your Customers Want to Buy ... Create a Mass of Raving Fans ... and Take Any Business to the Next Level!</p> <p>★★★★★ “<i>Ask</i> may be the most important book written for anyone who sells products or services directly to consumers since <i>Breakthrough Advertising</i> was published in 1966.” —Brian Kurtz, Boardroom Inc.</p>
---	--

Note 2: *If you want to brainstorm how to use this strategy for your business, be sure to jump on one of the **El Copywriting Critique** calls that run every two weeks. Ryan is a good friend of mine, and I can help. My partner Lynika and I used to travel to Texas three times per year for three years for Ryan's high-level mastermind, so I've seen this work in a lot of different niches.*



What's This Strategy All About?

This strategy has multiple layers and benefits; however ... it all starts with sending out a simple survey—the ASK Deep-Dive Survey—to your subscribers. The survey hinges on one question called, **the single most important question (SMIQ)**:

“When it comes to XYZ, what are your biggest challenges or frustrations?”

The SMIQ is a quick and powerful way to collect valuable marketing insights that can be repurposed into ad copy, headlines, product ideas, overcoming objections, and more!

In short, the purpose of the ASK Deep-Dive Survey is **to discover what they really WANT and how to best sell it to them.**

So why is that so important, you ask? Because it's the key that could potentially unlock your greatest marketing breakthrough! Yep, that's why. Big call? Let me explain ...

The Secret to a Marketing Breakthrough in Six Words!

Having a marketing breakthrough in your business is **NOT** a mystery. In fact, I can tell you in just six words how to have a marketing breakthrough in your business ...

FIND AN IRRESISTIBLE OFFER THAT CONVERTS.

That's it. And yes, it has to be profitable, of course. But the point is this: finding an irresistible offer that converts depends on three important factors:

1. Finding a hungry (targeted) audience
2. Finding an irresistible offer they want
3. Crafting the message (copywriting) that converts

And THAT, my friend, is where this ASK Deep-Dive Survey strategy helps!

1. It can help you identify a new market (if that's what you want).
2. It helps identify product ideas by helping you see the most common problems.
3. It gives you the EXACT verbiage on how to best sell it to them.

A marketing trifecta! Example time ...

Two Profitable Examples of Using the ASK Formula

You know what's funny? The ASK Formula was primarily designed as a NEW and effective lead-generation funnel ... However, the two ecommerce examples you'll see in this GSD report shows how we made money by using only the first step (the deep-dive survey) of the ASK Formula ... WITHOUT implementing the lead-generation component.

This'll make sense as you read on, but in short, it's GOOD news for you!



Example 1: Ecom Insider Member, Chuckie Gregory

Purpose: Help launch new product

Backstory: Chuckie sent me a message (below) asking if I'd be interested in taking a copywriting project to launch his new product.



Hey Bret! We're launching a new product in a few months called Night Cap (sleep supplement focused on increasing REM). Was curious if you are taking on copywriting projects. We're interested in hiring someone to write our sales page for this product. Would be similar style to our morning cocktail sales page. And a very direct response style approach. Not sure if you even have the time for projects like this, but thought I'd reach out. Let me know your thoughts!

We worked out an arrangement and started the project. Now, anytime I take on a copywriting project, it's not too uncommon for me to spend 70% of my time in the research phase. Yep—sometimes only 30% of my time is actually spent writing copy! Why? Because the money is in nailing the BIG IDEA—the sales *hook*.

It's also vital (before I write) to understand ALL the potential objections ... AND ... most importantly ... **how the audience describes the problem or challenges** that the product promises to solve.

Here's why that's so important—a phrase I drill into on all my Copy Critique calls ...

“If you can describe somebody's problem better than they can, they will automatically think you have the solution!”

How do you know how to best describe “their problem”? ... This is where we used the ASK Deep-Dive Survey for Chuckie's project ...

About This Project

Chuckie and Shelby's product was a supplement solution for people who had trouble sleeping. For me personally, sleeping was never a problem. In fact, sleeping for me was so easy, I could do it with my eyes closed! (Thank you for laughing.)

Point is, I needed a deep understanding of the frustration people experience who suffer from sleepless nights.

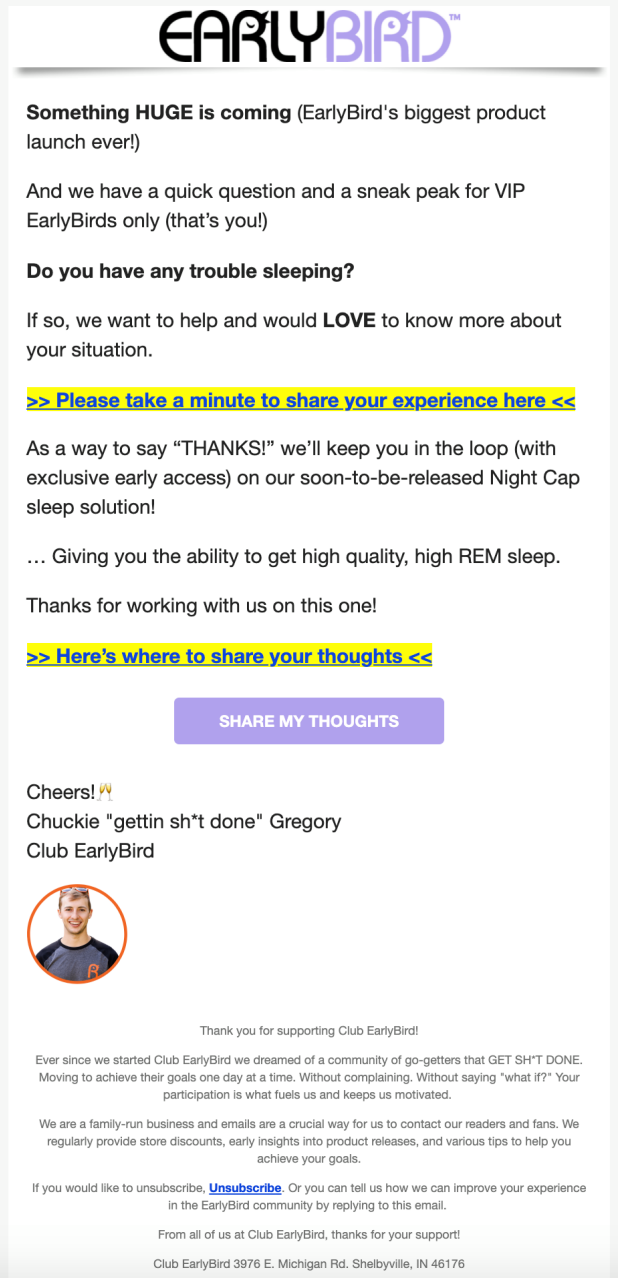
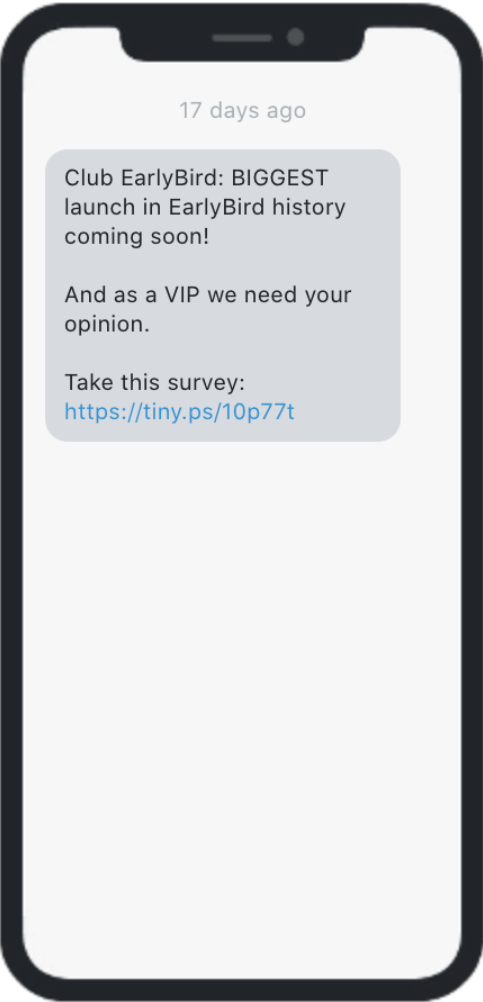
Enter, the ASK Deep-Dive Survey ...

Note: *You can create this survey on free-survey software like **Google Forms**. Chuckie used SurveyMonkey.com. Both work, and there are plenty of other survey software options.*

Anyway ... I whipped up an email, and Chuckie decided to send it to his VIP list of 2,300. From one email, we got about 116 responses. That's not bad, but the target was 200+ so Chuckie suggested we send an SMS text to the same list.

Here are the examples of the survey, email, and SMS.

<p>Notes:</p> <p>Q1: “When it comes to XYZ, what are your biggest challenges or frustrations?” Another way of asking this is, “What is your single biggest frustration when buying XYZ?” This is the SMIQ that tells you,</p> <p>Also, for Q1, where I wrote “(Please give as much detail as possible.)” This helps you get longer and more useful answers.</p> <p>Q2: What have you tried in the past to solve this and what was your experience? (Feel free to vent all you like here.) I asked this because I wanted to know what other solutions to “sell against” our solution. This provided us with very useful information.</p> <p>Q3: “If you were to try our <new product> to help you <benefit>, what objections (if any) would you have before purchasing?” This question is GOLD! It gave us some super-helpful insights on what objections to overcome!</p> <p>Note: Chuckie added a couple more questions to this survey, asking for their interest level and what flavor they’d like.</p>	<h2>Your thoughts on sleep and our new upcoming launch—Night Cap!</h2> <ol style="list-style-type: none"><p>*When it comes to getting a good night sleep, what’s the #1 biggest challenge, problem, or frustration you experience? (Please give as much detail as possible.)</p><input data-bbox="659 527 1373 632" type="text"/><p>*What have you tried in the past to solve this and what was your experience? (Feel free to vent all you like here.)</p><input data-bbox="659 785 1373 890" type="text"/><p>*If you were to try our NEW soon-to-be-released Night Cap drink to help improve your sleep, what objections (if any) would you have before purchasing?</p><input data-bbox="659 1083 1373 1188" type="text"/><p>[Optional] Enter your email if you’d like early access to Night Cap:</p><input data-bbox="659 1381 1373 1455" type="text" value="Your best email"/> <p><input data-bbox="659 1535 980 1608" type="submit" value="Submit"/></p>
---	--

<p>Email Subject line: <first name> Sent to: VIP list of 2,300 Result: 50.7% Open Rate 9.7% Click Rate 116 survey entries \$434.30 sales</p>	<p>SMS: Sent one day after email Sent to: VIP SMS list of 1,366 Result: 31.4% Click Rate 146 survey entries Sales Unknown</p>
	

Okay ... we now have over 260 responses to this question ...

This is when the party begins!!

Once you have the spreadsheet of responses ... this next part is about mining the data for marketing gold! Now ... this might look boring, but ... **STAY WITH ME HERE!**

Sure, this part is far from fun and can feel tedious, but when you realize the benefits that follow, it's easy to stay motivated! As a reminder ... the effort you put into this part gives you an incredible marketing advantage to increase the ROAS on your ads, email revenue, store conversions, product insights, and so much more!

Here's what I do ... I create a scoring system to identify the most commonly shared problems. The process looks like this ...

- ONE QUESTION AT A TIME, I go through each answer (yes, every single answer) and identify the core theme to their answer. As an example, the first question in the survey asked them what their biggest problem around sleeping was. So, if someone mentioned their racing mind won't switch off, then the core theme would be "Racing mind." Keep in mind ... People sometimes have the same core theme as someone else, but they'll describe it a different way. For example ... "Wandering mind," "Racing brain," "Thinking too much," "Can't shut off my thoughts at night," and so on ... Same problem (core theme)—but different description.
- And every time I identify a *different* core theme, I create a new category. Let's say someone said their biggest problem was "Falling Asleep." Then "Falling Asleep" becomes a new category that I can start scoring. **This'll make more sense shortly.**

As you'd expect, some answers mention multiple problems (core themes). In this case, the answer would have more than one point next to it. The purpose of this scoring system is to determine the most commonly shared problems and categories and then rank them in order of popularity.

As an example, the scoring result for the first question shows that 75 people mentioned something along the lines of "Racing Thoughts," and 41 people mentioned "Falling & Staying Asleep," and so on. The following sample screenshots help you understand this better ...

1	Racing Thoughts	75
2	Falling & Staying Asleep	41
3	Falling Asleep	46
4	Staying Asleep	69
5	Time Management	38
6	Poor Sleep Quality	34
7	Physical / Circumstantial	24

Question 1 - Sample answers from #231 - #262

1	2	3	4	5	6	7	When it comes to getting a good night's sleep, what's the #1 biggest challenge, problem, or frustration you experience? (Please give as much detail as possible)
231					1		Sleep quality using a CPAP machine
232		1					I have insomnia and really struggle to fall asleep and get anxiety that I won't be able to sleep. If I drink wine I can sleep but I want to stop doing that every night. I have tried everything! This would be amazing if it works!!
233		1					My biggest challenge is just being able to shut my mind down so I can lay down and go to sleep.
234	1			1			Staying asleep Falling asleep if I unavoidably miss my normal bedtime
235				1	1		Going to bed at the same time every night. I also still wake up feeling like I didn't get the best sleep quality I could've gotten.
236				1			Winding down and stopping myself from doing things. I need a routine to get myself ready for bed at a reasonable hour.
237		1					falling asleep
238		1					I work swing shifts, so I don't have a very regular schedule, which makes it extremely hard to fall asleep, in turn making it harder to wake up. So I would say the biggest challenge to getting a good night's sleep is actually falling asleep.
239			1				My biggest challenge is staying asleep. After a few hours I feel rested and I wake up thinking it's time to get up, but it's only 2 or 3 in the morning.
240							Settling my mind down from stress. My mind won't turn off
241		1					Falling asleep
242	1					1	I have had difficulty falling asleep and staying asleep. I take tons of medication to help sleep and some over the counter products. Also taking 20 mg of melatonin. If you have something to help I'm in.
243			1				Staying asleep more than a couple hours
244			1				Currently my biggest challenge is staying asleep. I am a restless sleep and wake up 5-6 times per night just to change position. I used to have issues falling asleep but as long as I have a television I can fall asleep easily.
245	1						Getting my toddler to sleep LOL. But otherwise, getting my mind to settle down so I fall asleep quickly and stay asleep while I can. I'm usually up in the middle of the night with an awake kiddo so the 4-5 hours that I do get, needs to count.
246				1	1		The biggest problem is setting and keeping a bedtime and feeling like I'm getting enough. I also don't feel like all the sleep I get is restful.
247			1				Feeling hydrated before sleep and tossing and turning and having trouble turning my mind off when I sleep and thinking of my work as I try and sleep
248	1						It's a two fold problem. Much of the time, it takes a long time to relax enough to fall asleep. Other times, I wake up multiple times throughout the night. Sometimes, it's both.
249			1		1		I don't seem to get the quality of sleep I need. And I often wake up between 2-3 am and am awake for two hours. Then I over sleep as a result.
250			1				Staying asleep! If I get woken up I have a terrible time falling back into a good sleep!
251							Turning my brain off at night. As soon as I get my kids to bed I think about the million things I want to or need to do. Then because it's late and I'm tired, I start over analyzing and overthinking and I just can't make myself get to go to bed.
252			1				Staying asleep. I can fall asleep but won't stay asleep for more than two hours despite a grating sleeping meds, melatonin, cbd and thc
253			1		1		Just can't settle down enough to reach quality sleep. I wake up hourly some nights
254		1					I don't feel tired by the time I should be going to bed.
255			1				Waking up shortly after falling asleep and not being able to fall back to sleep.
256	1						Falling asleep and staying asleep thru the night. I wake up at least 3 times a night.
257	1						Falling asleep quickly / staying asleep
258		1		1			Turning my brain off to fall asleep. I struggle going to bed at a decent hour because there always seems to be too much to do in a day.
259	1						Falling and staying asleep
260		1					Winding down and going to sleep. Especially if I drink my early bird cocktail too late in the day.
261							Not getting up at 3am to pee
262	1						It takes me forever to fall asleep and I wake up multiple times during the night
263	41	46	69	28	34	24	
264							
265	Racing thoughts					75	
266	Falling & Staying Asleep					41	
267	Falling Asleep					46	
268	Staying Asleep					69	
269	Time management					38	
270	Poor Sleep Quality					34	
271	Physical / Circumstantial					24	

Question 2 - Sample answers from #231 - #262

1	2	3	4	5	6	7	8	9	What have you tried in the past to solve this, and your experience? (Feel free to vent all you like here)
231							1		8 Sleep aids, melatonin, meditation, alcohol
232		1			1				3,6 Over the counter and prescription meds, cbd, thc gummies, melatonin, sleepytime teas
233	1	1							2,3 Melatonin and other sleep supplements
234		1							2 Melatonin
235	1	1	1						1,2,3 Melatonin and cbd/cbn to help fall asleep
236							1		I track my sleep on my watch now. Basically, my watch and phone tell me to get greasy for bed. I have a cup of tea with special honey and go to bed afterwards. The only issue will be if I have a lot on my mind. Sometimes I use headspace to help me get to sleep.
237					1				6 less electronics at bedtime, reading in bed, no caffeine after noon
238		1	1						I have tried melatonin and other over the counter sleep aids. They either don't work at all, or work for a day or two before I get used to it and it stops working.
239	1	1			1				I drank a lot, that didn't work, I woke up feeling horrible and added to my stress. I tried taking melatonin then I felt tired for 2 days after that, I tried CBD but wasn't a bug fan because it made me feel depressed.
240							1		Lol, what haven't I tried? Lately I've added Soul Drops and their product called Cosmos, but that seems more for long term changes, rather than just helping tonight, if that makes sense. Melatonin I used as recently as last night. Kava sometimes, Holy Basil always. Extra magnesium. Gaia Herbs is probably the most effective herb combo I've used; they have several different formulas
241		1							2 Lots of melatonin
242		1	1						2,3 Currently taking ambien, aleve PM, and melatonin.
243							1		8 Cbd, melatonin, teas, etc.
244							1		I have tried literally everything. The only thing that helps is pharmaceuticals(muscle relaxers, ambien, xanax, ect..) and I don't want to be dependent on them so I don't use them. Also, I have no health insurance. I've tried Melatonin, Valerian, Magnesium, various botanical tinctures/patches/capsules, powdered drinks, ect... My body is super restless and my mind chills out enough to fall asleep, but my body still wants to flail around.
245					1				6 nighttime routines, different bedtimes, sleep aids, etc. None of which has worked (for either of us!)
246		1			1				I've tried melatonin and setting reminders. Melatonin gives me strange and often unsettling dreams consistently so I don't use it often any more. Setting reminders doesn't always work because I'm busy at night.
247							1		8 Making it colder and trying different sleeping medications. It has been years of experimenting so it would take a while to explain it all
248							1		8 Whiskey, valerian root, melatonin...
249							1		8 Melatonin. Valium. Hydroxyzine. NyQuil. I even quit drinking because it interrupts sleep
250							1		8 Melatonin, ambien, teas, otc meds, pillows, essential oils, etc
251							1		Chamomile tea (works to relax, but hassle to make sometimes; don't want hot tea in the summertime when it's hot; or I forget about it and I don't want to make it too late so I'll be groggy in the AM) Melatonin (makes me groggy if I don't get A LOT of sleep, so I'll only take it if I know I can get a solid 8+ hours) Chill the F*** Out by Apothecary (it definitely has a calming effect, but is a bit of a hassle to make; probably would have a cumulative effect if I used it consistently)
252							1		If I take sleeping pills I am stoned and sleepy the following day and can't seem to wake up. Melatonin gives me vivid dreams but I can't sleep straight through and wake up after 2/3 hours unless it's a higher dose and then am stoned and dizzy headed the next day. Cbd can help me fall asleep but not stay asleep and with THC I need a large amount in any form but then wake up hungry at 4am
253							1		8 All the things. Seriously. All. The. Things
254		1	1						I take melatonin nightly which helps me sleep through the night, but it doesn't seem to kick in very quickly. I also have zquil for similar reasons but I don't use it nightly.
255							1		8 Noise machine, sleepy time tea, listening to books
256							1		8 Read the internet, take melatonin, take Tylenol PM. Sometimes when I take melatonin or Tylenol PM, I make wake up weird feeling.
257							1		Too many things, nothing has worked. I fall asleep too late, I wake up miserable. Early Bird helps in the morning but it would be great to have a drink that helps me fall asleep faster. Sleepytime tea helps, but I don't always want something hot (especially in the summer).
258							1		8 Hot nighttime baths, sleepy tea, Marijuana edibles, cbd,
259			1						3 OTC and RX pills. They worked OK.
260		1							2 sublingual melatonin
261		1							2 Have tried melatonin - gives me BAD DREAMS
262							1		8 Melatonin, magnesium powder, prescription sleep aids
263	22	111	71	7	8	71	40	61	20
264									
265	1	RSO / CBD						22	
266	2	Melatonin						111	
267	3	Medications						71	
268	4	Meditation						7	
269	5	Routine						8	
270	6	Lifestyle changes*						71	
271	7	herbal supplements, tea						40	
272	8	Everything						61	
273	9	Medical, Bedding & Apps						20	

Question 3 - Sample answers from #231 - #262

1	2	3	4	5	6	7	8	If you were to try our NEW soon-to-be-released Night Cap drink to help improve your sleep, what objections (if any) would you have before purchasing?
1								1 How it would impact me waking up if time to sleep was limited would not have any objections None that I can think of None I'm always willing to try anything before passing judgement None, if it works I'm all for it. I would definitely give it a try.
1	1				1			1,2,6 would it be necessary to drink everynight? If it worked, would it make falling asleep without it even harder? Is it expensive to think about as a nightly need? would it taste bad? 5,2 I would probably like to be able to sample before I purchase if the cost is comparable to the morning routine. That's a lot of money to spend on something if it turns out not to work for me.
1								1 That it would make me feel too tired the next day Sugar!! So many of the sleep beverages available have sugar and it seems counter intuitive for night. Another hesitation I would have is about valerian. Some types of valerian seem to stimulate me rather than relax. And it smells like dirty socks... lol And price. The formula would have to change my life for me to sign up for another subscription. Nothing against y'all but another sixty bucks a month would be hard to justify
	1	1			1			3,6,2 2 High price point None
			1					3 Is it all natural and organic? I wouldn't have any objections. I am eager and willing to try it.
1								1 I would want to ensure that it wouldn't make me groggy or knock me out so that I would be alert when my kiddo wakes up during the night. I would have to look into ingredients first and decide if it would be a product that I actually need/feel that would benefit and be worth the price. I don't have much trouble falling asleep so if it only helps with that I probably wouldn't try any. If it helps with quality of sleep and the ingredients are evidence based, I will be interested in trying.
	1	1						3,2 No I'd be willing to try 3 I would object to anything with Diphenhydramine or any other antihistamines.
1								1 Does it make you groggy or hungover I the morning? Does it have alcohol? No objections! I'll try anything! Although,,,, samples are always amazing before purchasing a large, expensive amount not knowing the effectiveness.
	1			1				5,2
1	1							1,2 Will it make me groggy in the morning? Cost. Side effects None!! If it works as well as my morning juice I am first in line to purchase No objections. Early bird is a game changer - I trust that you'll be changing the sleep game too Price, especially since I am already paying for the morning cocktail. I also worry about sleep aides that end up leaving you sleepy in the morning.
1	1							2,1 None I wouldn't have any objections.
								2 My biggest concern is the cost, EB is already expensive so doubling that is going to be hard for my budget....
1								1 I just dont want to wake up groggy. 5 Trial pack if possible 3 depends on the ingredient list 3,2 If it had melatonin, price I'd try anything to help me sleep at this point. No objections to at least giving it a try
47	70	69	5	26	17	7	11	
1					47			Side effects
2					70			Cost
3					69			ingredients
4					5			Refund Guarentee
5					26			Sample first
6					17			Taste
7					7			Discount
8					11			Make me pee

Now, as you can see, the information we have to help Chuckie and Shelby launch their product is nothing short of AWESOME!!!! What it tells me (as the copywriter) and Chuckie (as the business owner) is this ...

Takeaways from question 1:

1. It's crystal clear that "Racing Thoughts" is the most commonly shared problem.
2. "Staying Asleep" and "Poor Sleep Quality" could be combined as one, making it a much bigger focus than "Falling Asleep."
3. Time management before sleep is a worthy problem to try and solve

1	Racing Thoughts	75
2	Falling & Staying Asleep	41
3	Falling Asleep	46
4	Staying Asleep	69
5	Time Management	38
6	Poor Sleep Quality	34
7	Physical / Circumstantial	24

Takeaways from question 2:

1. A huge percentage of people have tried Melatonin and medication. Good to know!
2. A large percentage have tried various lifestyle changes, like cutting back on coffee, alcohol, using the phone at night, late exercise, and so on.
3. A noticeable number of people feel like they've "tried everything."

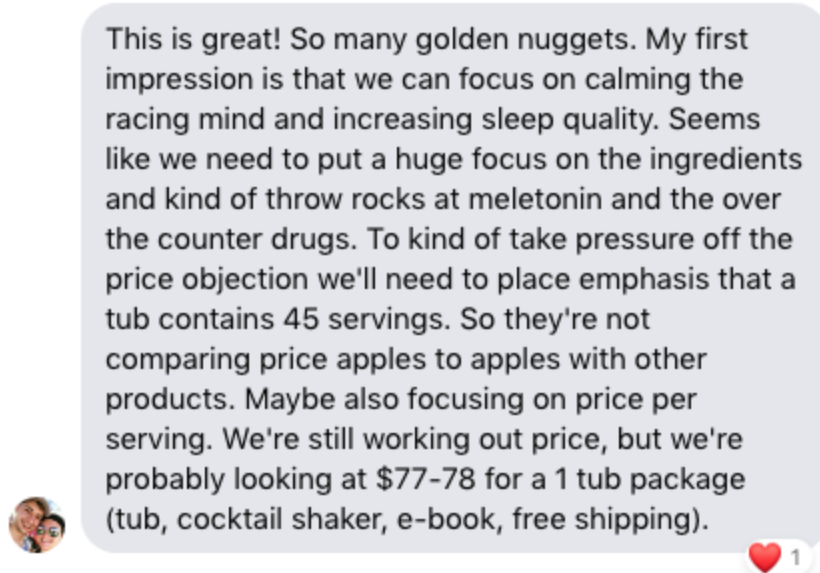
1	RSO / CBD	22
2	Melatonin	111
3	Medications	71
4	Meditation	7
5	Routine	8
6	Lifestyle Changes*	71
7	Herbal Supplements, Tea	40
8	Everything	61
9	Medical, Bedding & Apps	20

Takeaways from question 3:

4. If we combine the answers of ingredients and the side effects of ingredients, it's clear that we need to make it a priority on the sales page.
5. "Cost" related answers were high, including asking for a sample first or knowing there's a guarantee if it didn't work.

1	Side Effects	47
2	Cost	70
3	Ingredients	69
4	Refund Guarantee	5
5	Sample First	26
6	Taste	17
7	Discount	7
8	Make Me Pee	11

Chuckie's initial thoughts when seeing this data ...



Good info to have before launching, right?

Here are some punch words and phrases I pulled from the survey and shared with Chuckie to use for the sale letter, ad copy, emails, video scripts, you name it!

Punch Words & Phrases	Customer Copy	Other Sleep Phrases
Racing Thoughts	Racing Mind	Getting restful, quality sleep
Kaleidoscope of thoughts	Wind down	well rested
Sleeper hold on your wandering mind	My brain starts going to work as soon as I hit the pillow	feeling groggy
Hyper-wired	mind is wired from the day	sleep hangover
Bottomless checklist	stopping my mind from wandering	struggle to get going
Stir Crazy	stopping my mind from wandering	tossing and turning
Fighting a losing battle	can't slow my thoughts down	sleep routine is outta wack
Sleep like a baby = waking up at 3am screaming!	shutting my mind off	kiddos wake me up in the middle of the night
calm your mind	lay awake constantly thinking about what happened that day or what I need to do the next day.	I ride on empty until the weekend and then waste too much of my weekend sleeping late to "catch up."
Desperate	racing thoughts that are scattered and random	disruptive sleep
soul-quenching relief	Getting my brain to turn off.	drifting off
Rocket science	my thoughts jump from one thing to another	Sticking to your guns and going to bed at the same time each night
magic cure	Shutting my brain off	unplugging from the day and being able to fully relax
night owl	racing thoughts that are scattered and random	grogginess
	tomrrows to-do-list running through my head	wake up at 4am feeling wide awake
	Need to have the TV on to be able to shut my brain off.	miserably groggy
	Need to have the TV on to be able to shut my brain off.	light sleeper and restless
	Wish I could sleep without TV	doze off
	My brain won't relax. A perfect product would relax body and r	uninterrupted
	My mind runs 100 miles a hour	melatonin knocks me out all day and I have a huge headache
	wandering mind	
	turning my brain off at night	
	I think about the million things I want to or need to do	

Using the conversational tone that matches Chuckie's audience, here's how I used this information to create the first version of the headline (the unique value proposition, or UVP) and opening copy for the sales page ...

One Scoop, One Shake, One Helluva Sleep!

New Sleep Cocktail Kicks Sleepless Nights in the Butt!

Drift into a Deep REM Sleep with No Groggy Side Effects

- ✓ Calms your racing mind
- ✓ Longer uninterrupted sleep
- ✓ Safe & natural (no melatonin)
- ✓ Quick, easy & delicious!

20K+ Loved

60-Day Shaker Guarantee

USA Made

The Greatest Myth About Sleep!

"If you struggle with sleeping, you just need more time in bed"

What - a - crock!

If tossing and turning at night was considered a sport, I'd be a gold medalist.

Ask anyone who struggles to shut their racing brain off at night ...

Simply put, more hours in bed ain't gonna work!

But ... Do you know what scientists have discovered helps sleep quality?

More REM sleep!

I'll unpack this more as you read on, but let me tell ya ...

This little discovery COMPLETELY solved my sleeping problems for good, and it can help you too!

What's Next with This Survey Data?

Well, we now have a treasure chest of marketing insights (and customer-centric copy) to act on:

- A super-lucrative email launch!
- Upsell offer on the back of his Morning Cocktail
- Killer email flows in Klaviyo
- Video sales-letter script
- Facebook ads calling out each problem!

And best of all ...

- A potential QUIZ FUNNEL for cheap leads!**

What's ironic about that is ... that's what the ASK Funnel was designed for—a super-lucrative lead-generation strategy ... However, as you've seen here, you can all profit from the initial ASK Deep-Dive Survey data in multiple ways!

Want to see another example of monetizing the ASK Deep-Dive Survey?

Okay, this next example has already been shared in its own GSD Report back in November 2020.

The only reason I'm sharing it here now is so you can have both examples in one report. Fair?

Let's begin with example 2 ...

Example 2: Ecom Insider Member, Matt

Purpose: Warm Up Unengaged Email List

Why Warming Up Your List Is So Important

Think about this from a subscriber’s perspective ... Let’s just say that you (as the store owner) have neglected your list by not sending a campaign or promotion for several months ... And then one day, out of the blue, you blast your list with three or four emails followed by another three or four the next day and the day after and so on.

What would you expect to happen? If you guessed, “I’d get a ton of unsubscribers and spam reports,” then you’re pretty bang on!

But there’s something else ... You’d also severely damage the “health” of your email deliverability. And, in so doing, you’d drastically minimize your sales potential for any further promotions. It’s what we call **burning the list**. Don’t do that! Instead, look at ...

A Smart Alternative So You Don’t Burn Your List

To demonstrate, I’m going to walk you through a recent campaign our team ran for a client.

Client Profile	
Name of Client	Matt
Industry	Confidential
Size of Klaviyo List	15,000
Average Order Value	\$53.00
Conversion Rate	4%–5%
Previous Campaign Activity	Sent only five emails in 10 months

Now, let me walk you through our strategy ...

GOAL: Reengage the list and then send a four-day money-making email promotion (campaign)	
Approach	
Step 1	Make an “exclusion list” of those who have never opened any email over all time. With the first promotions, you’ll exclude the exclusion list. However, in step 4, you can repeat the promotion to the exclusion list only.
Step 2	Send three warm-up emails so we can segment the list (based on engagement) for a promotion: <ul style="list-style-type: none"> ● Email 1: Nine-word email ● Email 2: Survey email 1 ● Email 3: Survey email 2
Step 3	Wait a few days and then roll out a four-day promotional campaign to the engaged lists: <ul style="list-style-type: none"> ● Day 1: Email 1—8 a.m. Announcement ● Day 2: Email 2—8 a.m. Reminder ● Day 3: Email 3—10 a.m. Reminder ● Day 4: Email 4—3 p.m. Last day ● Day 4: Email 5—7 a.m. Last chance
Step 4	Repeat both strategies with the exclusion list.

Here's a Quick Look at the Results!

Promotion to "Engaged" List: Warm-Up Emails			
Email	Open Rate	Click Rate	Revenue
Email 1 Nine-word email	45.0% 2,226 recipients	9.4% 463 recipients	\$2,143.51 52 recipients
Email 2 Survey email 1	49.9% 1,274 recipients	9.1% 274 recipients	\$1,617.88 35 recipients
Email 3 Survey email 2	39.2% 1,027 recipients	7.3% 191 recipients	\$2,488.89 50 recipients
Four-Day Promotion Campaign			
Email	Open Rate	Click Rate	Revenue
Day 1: Email 1 Announcement	44.1% 1,155 recipients	6.7% 175 recipients	\$1,844.01 41 recipients
Day 2: Email 2 Reminder	30.9% 1087 recipients	5.0% 176 recipients	\$1,801.14 37 recipients
Day 3: Email 3 Reminder	33.4% 861 recipients	4.3% 111 recipients	\$544.23 9 recipients
Day 4: Email 4 Last Day	37.3% 941 recipients	4.8% 120 recipients	\$1,127.01 30 recipients
Day 4: Email 5 Last Chance	33.9% 849 recipients	5.0% 125 recipients	\$1,418.16 30 recipients
Total Revenue ⇒ \$12,984.83			

After completing the two-part campaign above, we duplicated the effort by sending the same emails to the exclusion list (the subscribers who had never opened any email over all time). As you can see below, we sent an extra email on Day 1 to this list. And the results of this campaign? *Not too shabby!*

Promotion to “Exclusion List” of Nonopeners: Warm-Up Emails			
Email	Open Rate	Click Rate	Revenue
Email 1 Nine-word email	29.4% 2,781 recipients	3.3% 316 recipients	\$1,160.82 21 recipients
Email 2 Survey email 1	22.6% 3,233 recipients	2.1% 299 recipients	\$1,267.06 30 recipients
Email 3 Survey email 2	19.9% 2,789 recipients	1.2% 173 recipients	\$1,204.59 24 recipients
Four-Day Promotion Campaign			
Email	Open Rate	Click Rate	Revenue
Day 1: Email 1 Announcement	21.6% 2,980 recipients	1.4% 191 recipients	\$1,125.95 27 recipients
Day 2: Email 2 Reminder	13.7% 2,124 recipients	0.8% 129 recipients	\$1,289.42 25 recipients
Day 3: Email 3 Reminder	16.7% 2,312 recipients	1.2% 162 recipients	\$1,336.17 33 recipients
Day 4: Email 4 Last Day	9.0% 1,311 recipients	0.5% 72 recipients	\$502.87 7 recipients
Day 4: Email 5 Last Day	10.3% 1,373 recipients	1.0% 130 recipients	\$1,160.66 21 recipients
Day 4: Email 6* Last Chance	11.3% 1,492 recipients	0.9% 116 recipients	\$899.18 20 recipients
Total Revenue ⇒ \$9,946.72			

***Note:** You’ll see we added a third email on the last day, making an additional \$899.19. It’s a smart idea for the “last chance” deadline emails!

What's Super Cool About These Three Warm-Up Emails

For starters, their main purpose isn't to make money!

Yes, looking at the numbers above, that sounds hard to believe, but it's true.

As you read below, you'll see the marketing brilliance behind these emails.

Without further ado, let's start ...

Email 1: The Famous "Nine-Word Email"

The nine-word email is a text-only email containing up to nine words and designed to engage prospects into hitting "Reply" and starting a dialogue.

Don't let the simplicity of this short email get in the way of the incredible benefits (and sales) this can bring!

The nine-word email was created by direct-response marketing legend Dean Jackson and has been wildly effective in almost every industry imaginable.

It's an amazingly simple yet effective strategy to revive dead leads.

Here are some examples:

- "Are you still interested in losing weight?"
- "Are you still looking for a solution to eczema?"
- "Are you still interested in jiu-jitsu mats?"
- "Are you still interested in Christian apparel?"

Important points about this powerful little gem of an email ...

- Use text only; that makes it look like a personal email.
- Don't include an email banner.
- Don't try to be clever by adding more text.
- Use the subscriber's first name as the subject line.

- Have a clickable link to your store under your name in the sign off.
- [Optional] After the sign-off section, press “Enter” multiple times to push the unsubscribe text further down, toward the bottom of the page.

Powerful benefits from the nine-word email!

- **SAFE!** When your subscriber hits “Reply,” it tells their email provider that your email address is now a **safe** sender! This definitely increases your email deliverability score. :)
- **SALES!** Expect a decent number of replies. If you (or a team member) have time to answer, it will generate more sales and create great rapport.
- **FEEDBACK!** It’s a nonthreatening way to get feedback from customers, overcome objections, and again, lead to sales.
- **ACTIVE!** Because of its simple nature, it’s a great way to engage your less-active subscribers and move some onto a more engaged “active” list.

Email 1: Template: Nine-word email

Note: No banner, just plain text only, as if from a friend.

Subject: <first name> ...

Preview: Hey <first name>, are you still interested in <your product>?

Hey <first name>, are you still interested in <insert your product type>?

<sign-off name>

<title>

YourStore.com

Example

Subject: David ...

Preview: Hey David, are you still interested in jiu-jitsu gear?

Hey David, are you still interested in jiu-jitsu gear?

Iva Soreback

Founder

JuiJitsu.com

Email 2: ASK Deep-Dive Survey Email with the SMIQ

The next email we sent was another famous one, known as the Single Most Important Question (SMIQ) Survey email, from Ryan's **Ask** book.

It's similar to what we used for Chuckie's brand, but the strategy is totally different.

Since we were sending this to unengaged prospects, we decided to offer a discount for those who completed the survey. Turned out to be a very smart decision ...

Important points to know ...

- **Offer an incentive (discount or store credit) to complete the survey.**
- **Less is best.** Don't complicate it by adding a bunch of questions on the survey form.
- **We used Google Forms because it's free, quick, and easy.** You don't even need branding, to be honest—just a simple form. That's it.

Because of its simple nature, it's a great way to engage less-active subscribers and move some into a more-engaged list.

Notes:

I use Google Forms because it's free, quick, and easy!

The only question that's **required** in this survey is the second question (the SMIQ), which opens with, "When it comes to choosing ..."

The other questions are optional. That's why in the email we say something like "All we're asking is for you to answer one simple question."

Q1: Guy or Gal? You don't have to add "Other," but we did and a few people responded with, "I'm a gal answering for my husband." And that was good information to get.

Q2: When it comes to XYZ, what are your biggest challenges or frustrations? Another way of asking this is, "What is your single biggest frustration when buying XYZ?"

Also, for **Q2**, note the second message: "Please don't hold back! Share as much as possible and go beyond ..." This helps you get longer and more useful answers.

Q3: You can leave this out if you want. I include it for the hyper customers who have more to say. These responses give me more ideas for potential sales copy.

Asking for Mobile: Notice how I added a reason: "For VIP rewards"? This helps you get more mobile numbers for SMS marketing.

Thanks for Answering this Super Short Survey to Help us Create the World's Best [REDACTED]

You have a whopping 20% OFF coupon code waiting for you at the end of this survey, thx!

*** Required**

Are you a guy or a gal?

I'm a gal

I'm a guy

Other: _____

When it comes to choosing a quality [REDACTED], what are your biggest challenges or frustrations? *

Please don't hold back! Share as much as possible and go beyond just one or two word answers, like, "quality" or "design". The more you share the better we can help, thx :)

Your answer _____

Anything else you want to share about [REDACTED]

Your answer _____

To claim your 20% OFF coupon, please enter your details below...

Be sure to use correct spelling so there's no chance of missing out on your 20% coupon ...

Full Name:

Your answer _____

Best Email

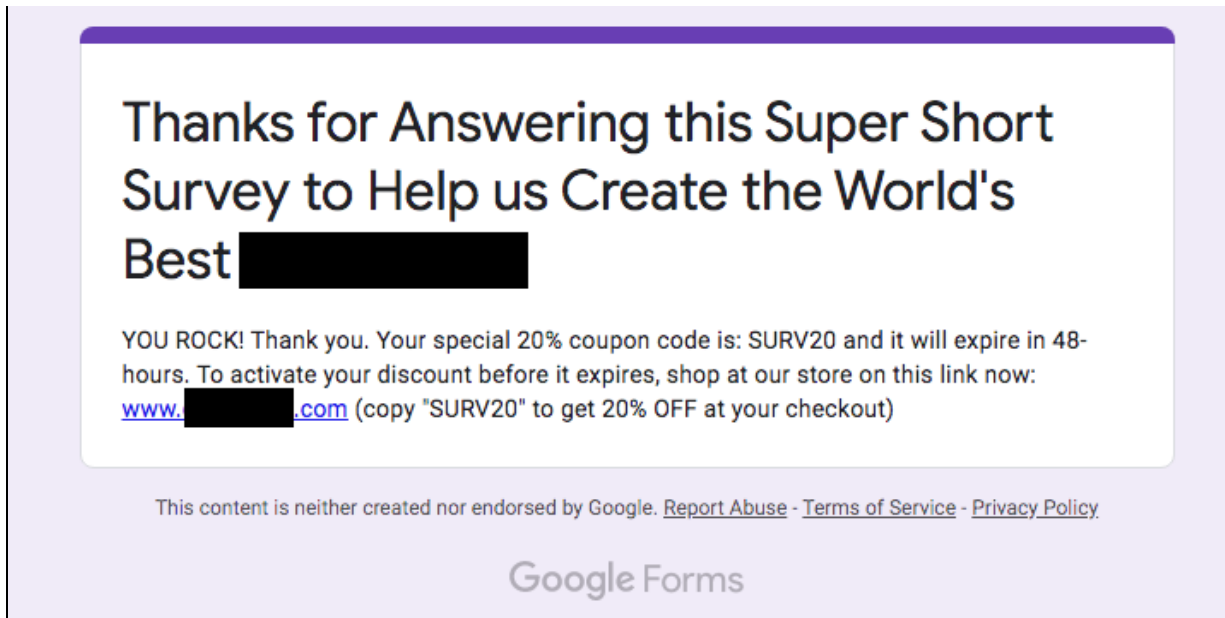
Your answer _____

Mobile (for VIP rewards)

Your answer _____

Submit

Thank-You Page



About the copy of the survey email below

The copy below is longer than usual because of the reason I'm giving for asking them (the subscribers) to complete the survey. *You can come up with your own reason and make the email a lot shorter.*

For example, an alternative reason could be something like this: "We are making a new design/version and we think we've nailed it, but we'd love your input first, just to be sure. Please take 30 seconds below and answer this one question ..."

Note:

- For display purposes in this GSD, I've used a small type size. Ideally you should use a 14- to 16-point font in your emails.
- Some text is blacked out like this—[REDACTED]—for client privacy.

Subject: <First name>, I need your advice ...

Preview: Sounds weird, but can you help me design the world's best [REDACTED]?

Okay <First name>, this'll sound weird, but here goes ...

I want your advice, please.

(And I'm giving you a 20% discount for it.)

My question is this ...

Can you help us design the world's best [REDACTED]?

Let me explain ...

We've been supplying premium [REDACTED] for over 4 years ... since back when "Corona" was known as a beer for beautiful people.

Anyway, since the global pandemic, every man and their donkey are selling [REDACTED].

This makes my blood boil ... The quality of 99% of [REDACTED] are, ummm ... argh, I'll say it ...

crap ...
ugly ...
horrific ...
and useless!

(Vent over.)

So we took a stand against the influx of lesser quality [REDACTED] flooding into the market.

Our team has been working around the clock **opening up new factories in the USA** to keep up with the demand for our premium [REDACTED] ...

[REDACTED] for **smart** customers like you who take their health seriously.

My point is this ...

Whatever it takes, we're committed to be a part of the solution, not the problem!

>>>> And that's where you come in ...

In exchange for a **20% discount**, can you please take 30 seconds and help by answering this quick question?

“When it comes to choosing a quality [REDACTED], what are your biggest challenges or frustrations?”

[Please tap here to answer this for us.](#)

It would honestly mean the world to us!

For just 30 seconds of your day, you could possibly help us design an even greater version of our already popular [REDACTED].

As a way of saying thank you for answering this question ...

... we’ve organized a special **20% OFF COUPON** [on the other side of this little survey.](#)

Thanks again, and remember ...

Keep your [REDACTED] and hands clean and be nice to your shady friends (the plants).

With love from NY!

Kate

Your [REDACTED] Hostess

[<Insert your store URL.>](#)

P.S. After you answer this super-short survey, you’ll find the 20% COUPON code on the thank-you page that follows.

[So tap this little blue link and let’s make a difference together.](#)

Email 3: Reminder to Fill Out the Survey Email

The email below is a simple reminder email. Nothing fancy is needed, but you'll see I purposely mentioned the discount in the subject line and urgency about it expiring.

Subject: Did you not want your 20% before it expires?

Hey **<first name>**,

Did you miss my earlier message?

I organized a 20% OFF coupon code for you for our [REDACTED]...

Okay, to be fair, there was a twist ...

I wanted your honest (no-baloney) advice.

To get your 20% OFF, all you had to do was simply answer this one quick question:

“When it comes to choosing a quality [REDACTED], what are your biggest challenges or frustrations?”

30 seconds. Easy, right?

[Please go here to answer this for us.](#)

It would honestly mean the world to us!

Look ... For just 30 seconds of your day, you could possibly help us design an even greater version of our already popular [REDACTED].

And hey ... As a way of saying thank you for answering this question ...

... we organized a special **20% OFF COUPON** [on the other side of this little survey.](#)

Thanks again—and remember ...

Keep your [REDACTED] on and hands clean and be nice to your shady friends (the plants).

With love from NY!

Kate
Your [REDACTED] Hostess
[<Insert your store URL.>](#)

P.S. After you answer this super-short survey, you'll find the 20% COUPON code on the thank-you page that follows.

[So tap this little blue link, and let's make a difference together.](#)

Interesting Observation About These Three Warm-Up Emails

What fascinated us was that the three warm-up emails generated 48% of the revenue from the engaged list, even given the four-day promotions that followed! And let me point out how awesome the sales were from the excluded list! Not bad, right?

Engaged List		Revenue
Warm-up emails		\$6,250.28
Four-day promotion		\$6,734.55
Combined		\$12,984.83
Excluded List		Revenue
Warm-up emails		\$3,632.47
Four-day promotion		\$6,314.25
Combined		\$9,946.72
Combined Total Sales		\$22,931.55

About the Four-Day Promotion Emails

I decided not to add the email copy for the four-day promotion mainly because it was so product-focused that I'd have had to black out too many parts, making it not super helpful.

And to be honest, they were fairly standard emails that you could easily write yourself. For instance, on the final "48 hours," "24 hours," and "Last day" emails, there are only so many ways you can say, "Hurry, the sale is ending!" Know what I mean?

In truth, I secretly wish those types of emails didn't work so well. They seem so uncreative and predictable. Yet they **always** get more sales. Do you know why? I do.

I'm embarrassed to say that the reason those "scarcity" emails always work is because humans are ... human. Like it or hate it, it's in our nature to not want to miss out on things, especially a bargain. Shameful, right? But it's true ... We respond to scarcity and urgency.

The good news is ... you don't have to use scarcity and urgency ... unless you want to make money. ;)

So, what can I teach you about the remaining emails? Well, there's a helpful lesson in the first email. I'll get to that shortly.

For now, here are the subject lines and results from the five promotional emails in the four-day promotion. And after that, I'll share the copy of that first email with the helpful lesson I promised.

Engaged List Four-Day Promotion Campaign				
Email	Subject	Open Rate	Click Rate	Revenue
Day 1: Email 1 Purpose: Announce	★ THANK YOU ★	44.1% 1,155 recipients	6.7% 175 recipients	\$1,844.01 41 recipients
Day 2: Email 2 Purpose: Reminder	⚡ 20% OFF ⚡ Extended to Friday ⚡	30.9% 1087 recipients	5.0% 176 recipients	\$1,801.14 37 recipients
Day 3: Email 3 Purpose: Content	Red or blue?	33.4% 861 recipients	4.3% 111 recipients	\$544.23 9 recipients
Day 4: Email 4 Purpose: Last Day	Notice of expiration	37.3% 941 recipients	4.8% 120 recipients	\$1,127.01 30 recipients
Day 4: Email 5 Purpose: Last Chance	Last chance, sorry :(33.9% 849 recipients	5.0% 125 recipients	\$1,418.16 30 recipients

The Transition in Email 1

I'm sharing the first email from the four-day promotion because it shows you how I transitioned from the warm-up emails into a promotion. This is so important: the reason for the promotion has to be believable to your subscribers!

The rationale I describe in the email (below) came from a couple of the survey responses I received in response to the warm-up emails. In the survey results, a few people complained that the 48-hour deadline (given after completing the survey) was too short a time for them to use their 20% discount.

I instantly thought, "Perfect! That's a great reason to extend the discount for four days." So I waited a few days and then sent this email below to all who were still in the engaged list—yes, even those who didn't complete the survey.

One other point ... I chose not to put a clickable link under the sign-off section at the end of the email. Instead, I made their brand name bold. The reason for this is that I only

want subscribers to click the links in the body of the email because these are set to automatically subtract 20% off their cart. **Take a look ...**

Subject 1: ★ THANK YOU ★

Preview: Survey results are in and WOW! This affects you, so please read. We had no idea that so many ...

Hey <First name>,

Survey results are in ... and this affects you, so please read ...

First up, THANK YOU!!

We had no idea that so many of the [REDACTED] community were willing to open up and share!

We have a smorgasbord of great ideas!

... and we're literally *still* reading through the mountain of responses.

Heads up ...

Based on the incredible feedback, we're taking action and **should** (fingers crossed) be able to make a BIG announcement in a couple of weeks!

So stay tuned!

In the meantime ...

We had a few customers asking for an extension of the 20% discount.

They felt that 48 hours was waaaaay too rushed.

Fair call.

So, in typical [REDACTED] style ... we're putting our awesome customers first, and ...

(drumroll)

... we're extending the 20% discount (SURV20) till midnight Friday, October 6.

So, you now have 4 more days to STOCK UP (or get some early gifts) while the 20% is still available!

<INSERT clickable GIF>

Use This Extended 20% Discount!

Valid until midnight Friday, October 6.

[Enjoy this extended 20% discount for 4 more days.](#)

Note: You don't need a coupon code as the 20% will "automagically" be deducted from your checkout.

We look forward to shipping your box of goodies to you soon!

Thanks again for being awesome ...

Stay safe, keep your [REDACTED], hands clean, and be nice to your shady friends (the plants).

With ❤️ from NY!

Kate

Your [REDACTED] Hostess

<Insert your brand name, but no link.>

P.S. This extended 20% off sale will end at midnight Friday, October 6. Be sure to order your goodies now!

[Tap this shiny blue link to save 20% today.](#)

Okay, that's a wrap! TWO ways to make money from a simple survey strategy ... and that's before using the intended lead-generation aspect that's outlined in Ryan's **Ask** book. That said, maybe there's an Ecom Insider who has also used this strategy successfully? If so, please contact me and let me know, or jump on a Copywriting call with me, Deven, and Ane! We'd love to hear your story and give you a critique!

For everyone else ... Be sure to take **massive** action and implement this powerful strategy. In truth, you could easily turn this into an automated flow and have turnkey revenue—maybe even a cool win-back campaign. Who knows? Go for it.

You know what's next ... Go "GSD" and then report back in the Facebook group with your results!

Tanner, Matt, and Bret