

Survey Roast

Thanks for booking a Roast! To get started, please answer the questions below. Click "Submit" when you're finished. Got a question? Email me: sam@sammcnerney.com

* Indicates required question

1. **Background** *

Which best describes your current situation?

Mark only one oval.

- I need help getting started on a survey
- I started a survey but need help refining it
- Other: _____

2. **Goals** *

What are you trying to figure out with this survey?

3. What's the business objective your survey aims to support? *

4. Is there one thing you'd love to get out of this Roast, even if it seems completely unreasonable?

5. **Respondents & Tools** *

Who will take your survey? (e.g., customers, recruited sample)

6. How are you planning to get people to take your survey? *

Mark only one oval.

- Sending it to a subscriber list
- It's a post-purchase survey
- Paying a vendor to recruit a sample (Cint, Lucid, Pure Spectrum)
- Using a crowdsourcing marketplace (Amazon Mechanical Turk, Prolific)
- Other: _____

7. What survey platform are you using or planning to use? (e.g., Survey Monkey, Typeform) *

8. **Personal** *

What's your name? (So I know who to address in the video)

9. What's your email (So I know where to send the Roast) *

10. What's your brand, business, or agency? *

11. Anything else you think I should know?

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