



What should you optimize first? [Optimize podcast]

📅 Wed, 2/17 3:53AM 🕒 10:53

SUMMARY KEYWORDS

product, insights, optimize, testimonial, types, ukulele, questions, quiz, completion rates, answer, sales, helpful, trainings, engagement, complete, reach, feedback, struggling, feel, content

SPEAKERS

Erin Kelly

Hey, hey, Erin Kelly here. So we are going to talk about, and of course, if you're benching, I am so sorry, you're probably so tired of hearing me say, Hey, hey, Kelly. But for people that are doing one offs, I feel like it's important to say my name anyway. So sidetrack.

This is the next kind of important question before you dive in. And that is, where should you start?

First, should you optimize your sales, your engagement or your completion rates first, right. And I think that, you know, got response, people are always going to say sales, because Hello, more money in the bank.

My opinion, is actually that you should optimize engagement. So this is assuming that, again, you have a product that has had at least a handful of sales. So it's not something that never sold before. But it's something that has you you've gotten at least a few sales on it. And I'm also assuming that you haven't really optimized it with quiz questions yet. So you haven't really done a whole lot of engagement building and other tactics yet. So it's just pretty much a static product. Maybe you have a community attached with it, like a Facebook group, or something of that sort. But other than that, you're not really doing anything fancy.

So my opinion is that you should focus on engagement first, and you're going to make it really simple on yourself. So all you're going to do is you're going to add some quiz questions. And I know that that's, you know, it sounds like how is that going to really help me that much, Erin, like, first of all, people are not going to answer them.

Second of all, what should I ask? How is this going to make a big difference? And the reason why I think that quiz questions is the first place to start (assuming that you don't have them yet, which most people don't) is because you are going to get tremendous insights and energy from seeing the answers on your quiz questions.

So I would do a mix of feedback type, you know, was this helpful? Where are you still stuck? What would have made this even more easy for you? Is there a format that you prefer, you know, and then you can do a multiple choice like, audio tech? video.

You can even ask sort of market research, like, Where did you do this product? Right? Like, were you? Like, where did you how did you get this product done? If it's like the the final module to kind of get insights around, like, how people are actually completing this, like how they're doing it.

And that might sound like it's not really that useful. But I personally find those types of questions helpful. I don't ask them all the time. But I find them really useful because it lets you visualize your people. And the more you can visualize your people and really understand how they're consuming your content, how they're trying to get things on what they're trying to accomplish, you know, all those types of just kind of understanding questions market research questions, the more you're going to be able to serve them and create stuff, that's going to be even easier for them to complete.

So it's like, for example, if you're serving moms, and you're creating like hour long recordings, it is going to be harder for them to complete, speaking as a mom of two with another on the way, it is going to be harder for them to complete that they are more likely to drop off not complete their product, not get the results that they want. Versus small, like breaking that same content up into 15 minute trainings with very like concrete actions.

You know, having a transcript for people that want to just scan the content, having it in audio so that they can listen to it while they're chasing their kids around. You know, so they don't have to

be glued to a screen watching a video. Those are the types of kind of changes that you can make.

And so if you are asking questions that are giving you insights around like, Where did you think they could say, like, I watched this, while I was waiting for my kid to go down for their nap or like, I squeeze this in, I put it on the counter while I was doing dishes or like whatever I mean, these are the types of things that helps you picture and you're not going to base it off of one person. It's more like looking for patterns and looking for insights that feel like they ring true for you. Right? I bet they are not the only person that is doing that. Right.

So then definitely ask quite a few feedback questions. Just to get insights around like, was it helpful, that's going to help you optimize for completion rates, like how you can change it, how you can optimize, to make it easier for people to actually complete the content.

Feedback in terms of where are you still struggling? What are you focusing on next? What's your next action step? What's your next goal? What are you wanting to complete with this? Those are the types of market research questions that are going to help you create future products or bonuses, or upsells.

So that you can say, I know from asking that people love this product. Usually, after they finish this product, they are really excited to do X. So I'm actually going to offer you, you can just buy this standalone product, or you can buy this bundle, that is this product plus, this other thing is going to help you with this future goal that's really common.

So those types of questions really help you optimize your sales to increase your sales per per purchase, you know, by having a higher dollar value because they buy the bundle.

It's also going to help you create a smarter sales page, because you're just going to have stronger insights in terms of why are people doing this product, like why did they buy the product? What are they wanting to do? What's the outcome they're looking for? What are they trying to accomplish? Once they have learned the product?

You know, it's just it's getting inside the mind of your users? And then asking questions that you can also use for testimonials to add your sales pages. So you can say things like, what did this help uncover for you? How was this helpful?

Did this help you break through? And just really I'm trying to, I'm trying to do pretty open ended questions, because it really depends a little bit on what you're selling, right? Are you a life coach? Are you a copywriter? The questions are going to be worded slightly different, differently.

But like, Where were you struggling that this helped you with right? Like those would be and you can always just say like type in a if you're still struggling. And so if they write a really great testimonial, like, Oh my gosh, I've been trying to play the ukulele, I would normally teach myself that ukulele from Google videos for like two years, and I still haven't been able to play one song, I went through this. And now I know three songs. And my family is so happy because I'm not like you're hacking away. And sounding terrible, right? Or conversely.

So that's obviously a fabulous testimonial. You reach out to them and say, I'm so excited that you got these results, do you mind if I share this with my audience, right, I want to share success stories. So that's if there's a really great testimonial that comes out of it.

But also, if they say an A, that it didn't help them, right, you reach out to those people too. And I know this is uncomfortable, people don't want to get negative feedback. But it's a great opportunity, both to make someone feel heard and valued. And potentially, like maybe even one of your biggest clients in the future, right? Because they feel like you actually care about them. But it also gives you an opportunity to learn how you can improve the product.

And it might be it might be a you know, something like they say, I still struggling because I haven't had time to practice my ukulele. Right. But that gives you an opportunity to kind of like dig a little bit a little bit deeper. Like when you're emailing them and say, I get it like times times hard to come by what would have made this easier for you like something you can download something you can take on your phone, like shorter videos like whatever like you can give, you can ask for more insights.

And this is going to help you optimize your content. And so that is why the easiest first step for optimizing a product, assuming that you're already making a few sales on it, is for you to add quiz questions and to do a variety of types of quiz questions.

So feedback, market research, and then kind of like, not blatant, but pretty much blatant testimonial requests, like how is this helpful to you? You know, have you accomplished anything

from this?

And I also like to do an open ended like, Is there anything else that you want to share? Because a lot of times, those are the most golden answers. And because someone else like mentioned something out of the blue, that you might have not even thought to ask a question about.

And then I always just put, especially if you're doing like a completion bonus or something like that. I always like to put a type N/A if you don't have an answer, you know, just saying no. Or what do you like? Give them a little bit of guidance around? How to answer it if they don't have like a typical answer. Because that takes the pressure off.

But quiz questions, oh my gosh, they're magic, their magic, so many insights, even if you're not reaching out and talking to people, you know, responding to their answers, like just the insights that you're going to get. And then if you do choose to reach out and touch base with people, you are going to not only feel more connected to your people, but they're going to feel more connected to you more likely to check back in, more likely to buy more things from you more likely to recommend you because people like to feel especially if you've paid money towards someone, you purchase something from someone like you want to feel like you matter, like you want to feel like they care about you not that you were just \$1 sign.

So reaching out with a personal email, especially when you're in the early phases of optimizing a product is like definitely the best place to put your to put your energy in my opinion.

And so that's where I would focus it and I don't know if you picked up on this, but like By asking quiz questions, you are opening up the door to optimize sales, engagement and completion rate. So you're actually getting to focus on all three by doing one action step.

Hopefully this was a helpful episode for you. If you want supporting resources, definitely go check out the action lab supporting resource with more trainings from our certified partners, that is included for all of our paid users. And if you're a free user, there is going to be a taster sample for you. So that you can see one of the trainings for free.

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