**On-Boarding survey**

### **This will help us identify your ideal prospects and craft the**

### **best messaging to increase their response rate.**

**1. Your Name\***

**2. Your ACTIVE email address\***

**3. Mobile # (Required)\***

**4. Company Name\***

**5. Your Company Website Link (If you have one)\***

**6. Full name of the LinkedIn account where the system will run\***

**7. The locations you're targeting, give at least 3\***

**(Ex. Los Angeles, Texas, California)**

**8. The Industries you're targeting\***

**(Ex. Real Estate, Legal Services, Financial Services, Entertainment)**

**9. Titles/Profession that you're targeting\***

**(Ex. Business Owner, VP or Digital Marketing, Head of Engineering, Director, CEO)**

**10. What exactly do you do in one sentence?**

**(Ex. We offer Card Payment method to restaurant owners and other business establishments)**

**11. Describe your ideal Prospect\***

**12. What is the biggest problem/pain point your company is solving for your**

**clients?**

**13. What are the consequences of potential clients not solving that pain?**

**14. Are you solving your clients' problem uniquely? If yes, how?**

**15. What differentiates you from competitors? Why would someone switch or**

**Or choose you?**

**16. Do you have any relevant links that would provide value to your prospects? If**

**yes, please paste the link here.**

**17. Can you provide us with an example of your most successful cold outreach**

**message(s)? (Just for reference, we will re-write based off our best practices)**

**18. Do you have social proof (credibility) for us to incorporate in your outreach**

**message? If yes, please provide it below and include any notable companies you've worked with.**

**(Ex. Our company is currently helping over 500 companies with their LinkedIn outreach.)**

**19. Do you have an irresistible offer you use to attract potential customers? If yes,**

**what is it?**

**An "irresistible offer" is a low-priced or free offer that is of significant value to**

**your target market, that opens the door to a natural up-sell of your core product or service. Example: Free eBook, Free Audit, Free Sample**

**20. What is your preferred call to action?**

**(Ex. To schedule a call, schedule a demo, direct them to your website,**

**Request phone number, or just building rapport, etc)**

**21. Do you have a calendar link for prospects to book calls directly with you? If yes,**

**please paste the link below before your onboarding call. If no, you don't need one.**