

SURVEY

- ▶ **Format:** send a survey to a club listserv, family, interested FB group, etc.
- ▶ **Upsides:** quantitative data, low effort
- ▶ **Downsides:**
 - ▶ hard to avoid survey biases; hard to find “random people”; therefore
 - ▶ easy to misread; neither strong qualitative nor quantitative results
 - ▶ Hard to get the “why” behind the question
- ▶ **Tools:** typeform; google forms; qualtrics; yale mailing lists; FB; reddit, etc.

ONLINE ADS



- ▶ **Format:** Buy \$40 worth of ads and see what people do
- ▶ **Tools:**
 - ▶ Online ads: FB, Google, Bing
 - ▶ HACK: Use Bing, it's 5x cheaper (but has different audience)
 - ▶ Quick site builder: Wiz, SqSpace, Unbounce, Celery
 - ▶ You should really get a domain name for this (nutritionalplanning.com)