https://www.youtube.com/watch?v=Iq\_fhTuY1hw

1. Question needs to be interpreted in a consistent manner
2. Questions people are willing to answer
3. Allow respondent to answer truthfully ( allow space for social desirability/bias)
4. Avoid double barreled questions
5. Avoid biased terms (different phrases for same things might cause diff answers)
6. Pretest your questions
7. **Speak Their Language.** How likely would you be to enroll in CookieDirect? This question could be made better by simply providing a few extra details. For example: CookieDirect is a baked goods delivery service that sends a new type of fresh baked cookies straight to your door every Monday night at 7pm. How likely would you be to enroll in CookieDirect?
8. Offer incentives

**Give Sign Posts and Mile Markers**

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