

Coaches
Mentors
Career Counselors

Speakers
Entrepreneurs
Personality Trainers



Identifying and Engaging Your Target Audience

According to **Tony Haile of Chartbeat**,

I've only got 15 seconds
to capture your attention.

Start counting...

More than Half of the Visitors
to your Website

Bounce Out in 15 Seconds

But you have **So Much** to Share with Them!

Once they've **Found YOU**
How can you keep them **Engaged?**

A Great Way to **Engage Visitors**

is by Offering them a Survey

on a Topic that **Interests Them**



People are Very Interested in

SURVEYS ABOUT THEMSELVES!

Google Searches:

Personality Traits... 32 Million Hits

Personality Assessment...63 Million Hits

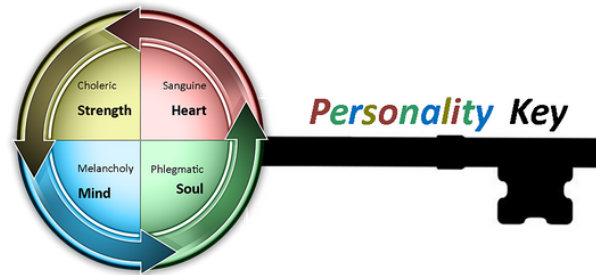
Personality...350 Million Hits

Surveys...537 Million Hits

What if You Could Have
a Survey on Your Website that would...

1. Fascinate your Visitors so they Stay Longer
2. Provide them Interesting Facts about Themselves
3. Automatically add them to your Email List
4. Be Custom Designed to match your Style
5. Provide you with accurate data on your visitor's needs

2 years ago I developed the
Personality Key (C) assessment



to test these "what ifs".

Here are the **results:**

1. Fascinate your Visitors so they Stay Longer

Not only do visitors to my website find the Personality Key survey prominently displayed, but I also provide links to it on social media, in my email signature, and include it in my email newsletter.

Because we offer a survey that interests them, visitors stay longer and become engaged, finding out more about how you can serve them. As a result of Personality Key (C), my newsletter sign-ups increased by over 300%.

2. Provide Interesting Facts about Themselves

Personality Key (C) provides an instant scoring key along with a pie chart displaying the visitor's preferred personality style.

A link will take the visitor to a landing page where they can download a free resource that provides more detailed information about their personality makeup.

Tips on setting and achieving goals based on their personality style are also included in this useful tool.

3. Automatically add them to your Email List

When a visitor signs up to take the Personality Key (C) survey, they are automatically enrolled in your email list using a Zapier hook. Zapier integrates with over 500 different applications including MailChimp, AWeber, ActiveCampaign, and Get Response.

Another feature is to automatically sign up your visitor for a webinar using the GoToWebinar service.

4. Be Custom Designed to match your Style

Personality Key (C) can be custom designed to include your own logo as well as color, font, and style preferences.

Write your own introductory message or even include a video of you welcoming your visitors to the survey.

Custom design your follow-up email, thanking them and welcoming them to your tribe.

5. Provide you with accurate data on your visitor's needs

When a visitor to my website takes Personality Key(C), I receive an email letting me know the results. I can keep track of that information and get a good picture of who is visiting my website. I know, for instance:

- * Are they men or women?
- * What is the most common age range?
- * How many of them struggle to achieve goals?
- * How they prefer to learn - doing, watching, reading, or hearing?
- * What most frustrates them, causes them fear or stress?

For 2 years, I've been blessed 5 ways
with Personality Key (C)

1. My fascinated Visitors Stay Longer
2. I provide them Interesting Facts about Themselves
3. They've been automatically added to my Email List
4. It is Custom Designed to match my Style
5. I have accurate data on my visitor's needs

Now I would like to **bless you**

5 ways

with **Personality Key (C)**

I've decided to offer this tried and true survey to other coaches, mentors, career counselors, speakers, & trainers.



Because of **my cost** maintaining this survey
as well as
my time in helping you customize your version,

I would have to charge **\$14.99 per month**.

But for a **limited time**,
just 30 days,

I will offer this customized survey to you

for only **\$9.99** per month.

Think About It...

Accelerate Your Growth

Drive Your Influence

Advance Your Reach

...So **Inexpensively** You Could Offer it **For Free**...

But Don't Take My Word for it...

Try it out Yourself.

Click the Image below to Start Your **Test Drive**

PersonalityKeyTestDrive

