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## Category: Email safe lists/white lists

Subcategory: Email safe lists/white lists

### **Tip: How to Report Spam**

If you do receive unwanted mail in your inbox you can report it to your internet service provider as spam very easily. In your inbox, select the message and click on the button that says Spam or Report Spam. This will alert your provider not to deliver mail from this address in the future because it is from a spammer. In the same way you can report messages in the Junk folder as not being spam by selecting the message and clicking the Not Spam button. According to your specifications, it will either move it to your inbox or leave it alone. If your e-mail provider does not have these easy buttons, it might be helpful to e-mail them to find out their policy on reporting spam.

### **Tip: How to Set Up a Safe List or White List**

E-mail addresses added to your address book are automatically considered safe and messages from them will go directly to your inbox, not to even be considered as spam. Therefore, add addresses to this safe list that are friends, family and websites whose mail you wish to receive. Enter only addresses that you know and want to receive mail from. For example, be sure to add the e-mail addresses of online newsletters when you sign up for them so that they won't go to the junk mail folder. This safe list is called a white list just as the names added to your black list are those you wish to have blocked. Use the white list to keep your e-mail inbox spam-free.

### **Tip: What is Spam?**

Spam is the method some marketers use to send their advertisements to as many people as possible at the same time through newsgroups or personal e-mail. They send their messages to people who did not ask to receive them, which is why these messages have been dubbed "junk mail." Through the large number of recipients, the marketer hopes that some will open the mail and choose to buy the product or service they are selling. Unfortunately, the products and services are mostly illegal, scams or pornographic. Fortunately, however, there are e-mail programs that will automatically sort these spam messages from your regular e-mail.

## Category: Incentives

Subcategory: Incentives

### **Tip: Multi-Tier Affiliate Programs**

Some affiliate programs may offer two or more tiers that will allow you to be paid a bonus for people referred by the people you refer. This means that if someone you refer to a survey site joins the site's affiliate program and begins referring people, you make extra money if one of their referrals signs up. The more tiers there are to the affiliate program the more levels they will send you a bonus for if people under you sign up. Even if you don't actively promote the affiliate program referral bonus, most people will probably find it on their own by checking out the site and they may choose to sign up for the affiliate program even without your suggestion.

### **Tip: Survey Affiliate Programs**

Survey affiliate programs offer panelists the opportunity to make more money by referring people to the survey Web site to sign up. If someone you refer signs up, you can get a cash bonus, percentage, or points that can be redeemed for cash or prizes. This opportunity can create a great second income stream if you are promoting it properly and you choose a site that offers a good referral bonus. Some survey sites may even offer help in setting up an affiliate selling site by offering you free banners, ads, text links, and advice for how to make the most money.

### **Tip: What is Sub-Id Tracking?**

Some sites that offer affiliate programs may also offer sub-id tracking so that you can track the visitors you send who sign up on the site. This program will allow you to see from which source you are getting the most affiliate signups. If you see which promotions are working well and getting visitors to the site who sign up, you also will be able to see where you are in need of improvement so that you can make more money from your affiliate program. Using the survey site's advice for getting the most out of the referral plan and tracking your visitors, you can create a supplemental income to your survey taking.

## **Category: Confidentially**

Subcategory: Confidentially

### **Tip: Information Collected From Your Computer**

While visiting websites, including survey sites like i-Say, information is most likely collected from your computer automatically that gives the company demographic information about the visiting population. The information collected may include IP addresses, type of browser you are using, Internet service provider, operating system, date and time you visited and what links or ads you clicked while there. This information does not identify you personally, but is used to analyze trends in the people who visit the site and to track what people are looking at when they visit. In cases of fraud or

misuse of the website, this information could be linked to collected personal information for investigation.

### **Tip: Panelists Responsible for Discretion**

Survey site members or an online panel are also responsible for keeping the information obtained through surveys confidential. One of the reasons surveys are so important are to get opinions about products that are not available for purchase yet. You can give opinions about the advertising, labeling, design, product ingredients and much more. With this information, manufacturers can make changes to a product before releasing it for distribution. Information about the products needs to be kept secret to keep the integrity of the process. This means that you cannot tell family members, friends on message boards, or anyone else what you have read or answered about the products.

### **Tip: Privacy Policies**

Every website that you sign up with to complete surveys should have a fully viewable privacy policy. In this policy, they will explain exactly what they have the right to do with the information they gather from you. They should explain that they have precautions in place so that your private information is not released beyond their company, the payment processors they use, and their marketing partners. Also, they are required to disclose your information when required by law. The privacy policy will also outline whom they can choose to share your personal information with. Be aware, the partner sites have their own privacy policies that should be read and understood.

### **Tip: Why is Confidentiality so Important?**

Confidentiality of information protects against unauthorized use or unintended access. Confidentiality is an integral part of the online security process along with system availability and integrity of the data. If confidentiality or privacy is violated, the security of the system is breached. Security of online data systems is what allows companies like survey sites to store personal information without fear of violating privacy policies. The burden is on both the panelists as well as the site's management to follow the privacy regulations.

## **Category: Creating Survey Questions**

Subcategory: Question Timing tips

### **Tip: Keep It More “Now” Than “Then”:**

What did you wear last Thursday? Not top of mind, huh? Our memories can stretch

back pretty far, but the farther back we go the chances are that we can only recall a major memory. Make sure your survey questions ask users to recall only recent events.

Ask about things that happened within a few days, weeks or even a month ago, rather than a year. This will guarantee that the user recalls their most recent memory for the question asked.

Subcategory: Sample Survey Question Search tips

**Tip: Sample A Survey At The Newsstand**

Looking for sample surveys? Thumb through your favorite magazine, and chances are you'll find at least one or two surveys inside. Usually, magazines create mini-surveys attached to subscription cards.

One of the best reasons to peruse the magazine surveys is for design ideas. Notice how relaxed the language is, and how easily thoughts are communicated. There is a very small space to work with, and magazine surveys utilize that space to the best of their abilities.

Subcategory: Survey Proofing tips

**Tip: A Full Proof Way To Proof**

Writing is a tricky process, especially when it comes to writing a survey. It's important to cover all areas of the company's needs from the survey and it should be done in a clear and concise manner. The boss won't take lightly to an un-proofed survey sent out to clients that has spelling and grammatical mistakes. When it comes time for proofing, make sure you are awake. Don't just scan over the text. The best way to catch mistakes is actually reading everything out loud.

It also helps to have another set of eyes look over the product before it's labeled "final."

Subcategory: Survey Review tips

**Tip: Sample Before You Send**

Surveys offer you critical data, and it's important to ensure that your survey reads well and offers clean copy to the survey-taker.

To be on the safe side, have a pool of three or four co-workers take the survey before

you send it out. Their fresh set of eyes will probably catch more mistakes that you missed, or offer ways of rephrasing questions to get a better answer. Make sure you get people from relevant departments to take a look.

## Category: Customer Satisfaction Survey Tips

Subcategory: Customer Satisfaction Survey tips

### Tip: Survey At The Source

Sadly, many of us are not lucky enough to have a photographic memory. There aren't a lot of people who would remember what they had for dinner last Monday. For this reason, customer satisfaction surveys are usually done while the service that was provided is still top of mind.

If you are in charge of running a customer survey go straight to the source. If it's a restaurant, have surveyors outside asking customers for their thoughts. You can also hand out survey sheets instead of live interviewing. Whatever you decide, just make sure you administer the survey sooner rather than later so the customer doesn't forget.

Subcategory: Movie Surveys tips

### Tip: Help Hollywood For Free

You always hear directors talk about how they changed the ending of their summer blockbuster because it didn't test well. Today, more than ever, a production studio can't afford a stinker at the box office. For this reason they will take every precaution necessary, including testing the scenes on a live audience.

If you are interested in taking advantage of this night at the movies for free, you can usually find sign ups outside your movie theater. After you see the sneak peek, the studios will hand out their version of a customer satisfaction survey. This is how the studio gets its audience information.

Subcategory: Product Research tips

### Tip: Do Your Homework

Customer Satisfaction Surveys are an invaluable tool when creating a marketing strategy. Though before your marketing firm creates this survey you should do a little

homework first. By really understanding the product, you might be able to create even more customer survey questions from brand facts like: Competitors Selling points Advertising History

Subcategory: Unknown Customer Satisfaction Survey tips

**Tip: Food For Thought**

Some customer satisfaction surveys are implemented without the customer ever knowing. You see it all the time with large fast food chains when they introduce new products or menu items that you can only find in certain regions. If the food gets good customer reaction in that area, it's likely the restaurant will release it to their national audience.

If this new product is offered in your area go in and give it a try. Chances are they'll attach some incentive to it, like a free soda or fries.

## Category: Employee Survey Tips

Subcategory: Employee Opinion Survey tips

**Tip: The Popular Way To Get Popular Opinion**

Employee Opinion Survey data can be extremely important when it comes to rebuilding a business. For this reason, you want to make sure that questions are clearly communicated to the employees and they have a way of clearly communicating their opinions.

One of the best methods to use here would be the Likert scale.

Make statements measurable - for example: "my company offers me room for growth." The person filling out the survey would have 5 choices that range from "strongly agree" to "strongly disagree".

Subcategory: Quick Employee Opinion Poll tips

**Tip: Informal Informative Polls**

You probably are taking polls in your office without even knowing it. They usually are in the form of quick employee opinion polls. "What do you think the kitchen color should

be?” “Should we have our Christmas party on a Thursday or Friday?” These are usually the types of questions you might hear. In most cases these employee surveys might only consists of 1 to 3 questions. It can be done in person or by email. Plus, a lot less people are usually surveyed.

If you are in charge of a survey like this, make it as simple as possible. This way you can catch more opinions with little effort. Though, at the end of the day make sure you get upper management in the mix. The last thing you want to do is paint a conference room hot pink without any of the bigwigs knowing about it.

## Category: Free Survey Tips

Subcategory: Personal Information tips

### Tip: Safe Survey Payments

Getting paid to do online surveys can be a Catch-22. On one hand it is great to get paid money to voice your opinion. On the other hand, to get paid you might have to give out personal information -- like a credit card number or your social security number.

In this case you may want to use a virtual wallet. This is an e-account you set up so survey companies can automatically deposit the money, then you can transfer it to your bank account. The benefit here is an extra layer of security. You don't have to release any bank account or credit card info to the survey companies themselves. Paypal is one of the more popular companies.

However, before you sign on look over all of the conditions an online pay company sets. They might seem similar to a regular bank, but not in all areas so make sure you understand the differences.

Subcategory: Survey Panel tips

### Tip: Inviting Surveys

Even with junk mail filters spam has a way of seeping into our lives. The spam filter can be a detriment to those who are interested in taking free online surveys.

It's hard to trust the ones that have wound up in your inbox unannounced. More often than not they turn out to be scams. So if you do want to take a legitimate survey you will have to seek them out. One way to do this is going to the site itself that offers the survey. If they are not administering surveys at the time you can join what is called a

survey panel -- their emailing list. When something does come up they'll send you an email invitation with a link to the free online surveys.

## Category: Fun Survey Tips

Subcategory: Finding Fun Surveys tips

### **Tip: Spam Could Be Spying**

Seeking out surveys is probably better than the survey seeking you. It might not be such a good idea to take a survey that was sent to your email address. Especially if you didn't sign up for it.

Sometimes hackers might send viruses this way. These viruses might destroy your hard drive. Plus, they might also steal personal information you have stored on your computer. So be careful before you click. It's also a good idea to add safe-survey companies to your address book, so you know what is legit, and what is spam email.

Subcategory: Personal Information tips

### **Tip: Getting Personal**

Just because you're taking a survey from a company or live person doesn't mean they are legit. It could be a survey scam. The best way to figure out if this market research company is on the up and up is by the type of set up questions they ask. Yes, many survey sites require some personal info, but this is usually so they can let you know when other surveys have been released.

However, if they start to ask about more personal information like bank accounts and credit card information, you should be a bit more wary. In most cases there should be no reason why you should have to release confidential stuff like your social security number.

Subcategory: Survey Scam tips

### **Tip: Take, Without Getting Taken**

By taking a survey, you are doing a company a favor and you could get an incentive of some sort. But it's not the other way around. Why on earth would you have to pay to take a survey? Scam artists might make up fake reasons why you should, but don't fall

for it. Just move a long -- there are enough free survey alternatives on the Web.

Subcategory: Survey Sweepstakes tips

**Tip: Don't Let Them Take Credit**

It is illegal for any company to make money off a sweepstakes. That's why you hear many media announcers say, "no purchase necessary!" It's not to say that companies won't ask you to do a task in order to be entered in a contest, like take a fun survey. Beer companies have been known to do this. If it is a lesser known company, it's still fine since you don't have to pay for anything.

However, if they ask you to give them your credit card number as a deposit don't trust them. Even if they say it's just to reserve a space in the contest. This is a sweepstakes "no-no."

## Category: Market Research Tips

Subcategory: Market Research Program tips

**Tip: Target Your Topic**

There is always one person who struggles with telling a good story. They might meander in a hundred different directions before the story is through, and in the end you have absolutely no idea what they were talking about. The best stories are ones that are not only interesting, but stick to one train of thought. You should keep this mind if you are working on a market research program.

Go with single thought ideas like "Student Spending." Market research for student spending is a good topic for any research project. It's relevant to people in college. Plus, market research companies can also use this data for almost any other consumer good projects they do. It can be done on a national or regional level.

Subcategory: Market Research Surveys tips

**Tip: The 2 Sides Of Marketing**

In any profession you will find that most companies have their own specific language made up of abbreviations and acronyms --words or phrases that only they understand. This is especially true with market research professionals. They have big words for

almost every part of the business including their market research surveys. There are 2 major classifications for the types of questions:

**Quantitative:** The hard facts - "How many people would buy this?" "How many people would try that?"

**Qualitative:** Opened ended data that tries to understand what people feel or think about a product.

If you are in charge of creating market research surveys it would be in your best interest to collect data from both of these angles. This way you can create an extremely accurate marketing strategy that will cover all of the consumer bases.

**Subcategory: Marketing Research Strategy tips**

**Tip: For The People, By The People**

Say your Market Research Company was chosen to create a marketing strategy for a new "breakfast on the go" sandwich. In this case, it would be best to create a market research survey first. You definitely want to understand the benefits of why they would need "breakfast on the go."

For this type of survey not every person will do. You would need to qualify your recipients a bit and talk to people who would fit the target demographic -- in this case, college students and commuters. You want to make sure that you are getting the right questions to the right people. Target the individuals that will eventually buy this product.

**Category: Opinion Survey Tips**

**Subcategory: Daily Interest Survey tips**

**Tip: Taking An Interest Without Knowing It**

"1984" was a book of fantasy. A society where everyone was being watched by the all-knowing "Big Brother." Today, this presence is actually felt in our day-to-day lives. Though, it is not nearly as ominous. Usually, it comes in the form of interest surveys we as consumers take without even knowing it.

If you own TIVO or shop on a site like Amazon you would be exposed to these invisible surveys.

TIVO watches you watch your programs. Then, based on the shows you choose it will go off on its own and record stuff of similar interest for you to watch. Amazon will actually look at your last purchases then suggest similar-type books that you might like to read.

These two cases are pretty harmless and actually helpful. Though, it should serve as a warning to you that you are being watched.

Subcategory: Interest Survey tips

**Tip: It Might Be Of Interest To Know**

Career aptitude tests are another form of interest surveys. They were either handed out at the guidance counselor's office or taken as a school wide test. The idea was that these questionnaires would help guide your future and offer advice on what career path would suit you best.

Out of all the types of surveys, this is one of the few where the results are fashioned for the individual taking the survey. Whether it is a career or romance the one thing you should do when taking these tests is be honest. Since the only one you'd be trying to fool is yourself.

Subcategory: Opinion Surveys tips

**Tip: Be Opinionated**

It seems like every week there is another version of food brands. "Now even more chocolate." "Smoother vodka." "Ice cream! Now only 1 carb!" These food concoctions weren't created on a whim. In fact, the public was most likely responsible, usually by taking opinion surveys. These surveys allow the average consumer to offer opinions about products. It can sometimes be online or in person after sampling the brand at a focus group.

If you want to have an impact in creating new products, check out the brand websites. Sometimes they will offer an opinion survey online, or you can look at a market research company's site. These market researchers sometimes play host for surveys and consumer polls. In either case, these sites might also offer paid opinion survey opportunities.

Subcategory: Web Interest Survey tips

### **Tip: Getting To Know You**

Interest surveys are very popular with most of the big websites today. These surveys usually appear when you are buying something or applying for membership to a website. Essentially, websites want to know what your interests are so they can customize the messages they send to you. You can either request information through mail or email. But be sure to pay careful attention to the survey when filling it out.

Some of the bigger sites will also ask if they can give your information to advertisers or other third-parties. This could cause a spam overload in your email if you're not careful. Fortunately, most sites include a box you can check if you don't want to receive anything at all.

## **Category: Paid Online Survey Tips**

Subcategory: Blog tips

### **Tip: Blog For Bucks**

Blogs: The diary for the new millennium. Essentially, these are sites that display written thoughts and opinions. They hit on an endless range of topics. At first, companies were worried by the "common man e-voice" trying to destroy big business with their product tales of woe. However, companies have learned to play nice with these Internet individuals who stand on their soap boxes.

Now these opinions can actually net people cash. If your blog has a strong readership, relevant companies might try and advertise on your blog site. You'll need to prove that you have a following but there are many kinds of tracking software on the market that can do this for you. Not only can they tell how many people clicked on your site, but what blog entries were the most popular.

Subcategory: Survey Payment tips

### **Tip: Don't Quit Your Day Job**

Making money while sitting in your bathrobe surfing the Internet all day sounds like the perfect fantasy. But that's all it is &ndash; a fantasy. It is true you can make some money doing Internet surveys. However, it won't be enough to retire on. When taking these surveys be realistic. Getting paid \$5 per survey will give you some cash to burn, but won't do much for your investment vehicle.

However, to make some serious bucks you'd have to spend every waking moment in front of the computer &ndash; with or without your bathrobe. And that's assuming you'd be able to get all of those survey opportunities. It's a better idea to look at paid surveys as a side hobby that pays for itself.

## Category: Regular Participation

Subcategory: Regular Participation

### **Tip: Attract More Suitable Surveys through Household Questions**

When you spend a good part of your day participating in surveys for various companies, it can be discouraging to take the qualification surveys only to find out you were not qualified to take the whole survey. One way to avoid this and only receive surveys that you are qualified for is to log on to the company's website and follow the links to update your household information. The questions will ask about all the products and services used by people living in your household as well as the profile information for you and your household members. Although filling in this information can be time-consuming, it will save time in the future by allowing the survey company to screen which surveys you receive. Of course, the more qualified surveys you receive the more likely you are to be compensated or earn prizes and rewards.

## Category: Reporting abuse

Subcategory: Reporting abuse

### **Tip: Not all Business Bulk Mail is Spam**

Some business bulk mail that is e-mailed to you could be mail that you opted in to receive and don't remember. For instance, a newsletter or other marketing material from a Web site you joined is not considered spam because you probably agreed to receive it when you signed up. When receiving mail from companies that seem legitimate or have always been in the past, do not automatically report it as spam. Go back to the Web site in question and read over the site's privacy policies and acceptable use policies to determine if in fact you may have signed up with them and forgotten it. If you still believe you did not authorize this mail, then you can report it. It may be spammers trying to disguise themselves as a legitimate business.

### **Tip: One Sure Way to Test Spam for its Validity Before Reporting**

If a person receives an e-mail from an unfamiliar address that they are unsure of, there is a way to find out if the mail is from a human or online automatic response marketing

manager. This will protect the recipient from receiving a spam message that could be laden with viruses. Basically, upon receipt of the message, the recipient would issue a “challenge” to the sender. They would e-mail a response asking the sender to complete a task. It could be to solve a puzzle or visit a website to prove that they are real. If the task is completed, the recipient will know the sender's message is not spam. The challenge itself should not be considered spam, however, if you receive a challenge from a person that you never sent mail to, then the challenge mail would be spam.

### **Tip: Responsibilities of Survey Companies To Protect Members From Spam Abuse**

The survey companies also have a responsibility to the members of their panel to keep their information safe from people who will abuse it. They should protect the members by not selling or otherwise giving out the personal information that they have been entrusted with. They also must take every precaution for the security of their database of information that it could not be hacked into by illegal means or taken advantage of by employees or agents of the company. These precautions will keep the abuse of surveyors to a minimum. Companies should also always include opt-out links in their communication so that if anyone chooses to no longer be a member of the database that they can be removed as soon as possible.

### **Tip: Two Main Responsibilities of Panelists**

The two main responsibilities of panelists on survey sites are honesty and discretion. First, they need to be honest with the survey site about their profile and household information so that they can take surveys specifically targeted to them. Also, they need to be honest in their responses to the surveys to keep the integrity of the survey process pure. Secondly, they need to be discreet on message boards and anywhere else they could discuss what transpires in the surveys or product tests they complete. They need to know not to divulge sensitive information that could force their account to be cancelled. In the same way, the survey site has responsibilities toward the panelists to ensure the safety of their information and the responses to the surveys they complete.

### **Tip: Use Online Spam Resources To Report Abuse**

If you have a persistent problem with spam that makes you not even want to check your e-mail anymore, it may be time to enlist the help of an online resource to help you combat the spam attacks. These companies can take the burden of reporting spam for you because they have the experience in tracing senders and headers to report them to the proper authorities. They have track records of shutting spammers down. They are also fully versed in what is and is not spam and the extent of law to which abusers can be punished. They can be important allies in the process of cleaning up your e-mail and getting you back on track to only receiving the mail you want.

## Category: Survey Analysis Tips

Subcategory: Coding Survey Answers tips

### **Tip: Collect Via Code**

When dealing with survey research it's all about numbers. The amount of survey takers. The number of questions.

And the numbers can be endless. Doing the tabulations for something like this can turn into a counting catastrophe. However, this can all be greatly simplified if you do your survey online. You can receive a lot of information with a click of a mouse. Plus, you can create the survey so that the answers are coded.

This means when someone submits their survey the computer will immediately understand where the answers need to go. This eliminates the organizing grunt work and allows you to spend more time with the survey analysis.

Subcategory: Data Analysis tips

### **Tip: See What The Pros Think**

Creating the survey is only half the battle. You also need to do the survey analysis. You can take two routes for this: Analyzing the data yourself Letting an outside vendor handle it

If you do go with the latter make sure the survey company you choose has data analysis capabilities. Also, see how much they charge. In some cases this task is actually included in their package upfront.

Plus, check if you can also be a part of the process. This is so you can be on hand to offer clarification that could prevent extra rounds of analysis at an extra cost to you.

## Category: Survey Site

Subcategory: Audio & Video Survey tips

### **Tip: A Survey Of Sound Or Sight**

Computers have come a long way since the 1980s. Today, computers can handle video and audio files with ease. So much so that survey sites are integrating audio and video samples into surveys. This feature works best when you are trying to create a survey about a particular lecture or boardroom event.

Subcategory: Survey Company Data tips

**Tip: Data You Don't Own**

Say you're in a rock band and you cover a Beatles song, but you change a guitar riff to make it sound a bit different. Just because you do this doesn't mean it's your song. The Beatles wrote it and put a copyright on it so others can't steal the song. When dealing with survey services you might come across the same thing.

Some companies might legally own survey data. You can use the data as research and examples for your survey, but you can't call it your own. Before you sign on with a survey company find out if you are just renting, or you can actually own your own data.

Subcategory: Web Survey Scam tips

**Tip: Don't Be A Follower**

Paid infomercials on late-night TV vary from celebrity-endorsed products to get-rich-quick schemes that can make you a millionaire overnight. It's got to be real, right?

Use this same skepticism when looking at some paid survey sites. Even if they have written testimonials of people who have seen survey success, remember the infomercials. These survey sites might be stretching the truth or altering it to get your membership fee.

## Category: Survey Software Tips

Subcategory: Free Survey Software tips

**Tip: No Such Thing As A Totally Free Lunch**

The word "Free" has gone through a transformation since the introduction of the Internet. Today, software and game makers use it all the time for their stuff. "Download our game for FREE!" Though, what they don't tell you is that you won't be able to play

the full game with the FREE version.

Survey software makes you do the same thing. They will offer FREE Survey software as a watered down version of their program. However, if you want all the bells and whistles you'll have to pay for it. The benefit here is you can try out a bunch of different versions until you find the one that's right for you.

## Category: Survey Tips

Subcategory: Online Survey tips

### **Tip: Saving Survey Time**

What's the best way to distribute your survey? You could hand out surveys at the library or in a public center. Then of course you'd have to wait around for people to fill them out.

The other way is to set up an Internet survey by creating a website for people to log into to take the survey whenever they want. Since it is done online you can get and transfer data easily. Plus, to get people to sign up for the survey all you have to do is just send them the link.

Subcategory: Survey Sample tips

### **Tip: Surf For Samples**

Designing your first survey can be pretty complicated. First, you need a topic. Then you need to create relevant questions. Write an introduction. And let's not forget analyzing the data. It's a lot of work, especially for someone new to all of this.

The best way to start a survey project like this is by using the Web. Surf for similar survey topics and get an idea of how your survey could be designed. Before you use any sample surveys as a guide, you should make sure they come from a reputable source.

Subcategory: Survey Set Up tips

### **Tip: Spam It's Not**

In the 1990s, email was in its infant stages. If "you got mail," you probably would've

opened it, no matter who it was from. Today, with all kinds of spam and viruses being dropped on our e-doorstep. we've become a bit more skeptical.

In fact, lots of times people won't even open an email if they are not absolutely certain who it's from. Keep this in mind if you're creating an online survey -- especially when you are sending out the invites.

If the link will be sent by the survey site itself you should make sure everyone knows it's coming. Send a personal email from yourself that announces the survey. This way they won't accidentally banish it to the e-trash.