



Kevin Thompson

Founder- Maximum Response Inc.

“...If you want to serve your prospects and your clients in a far more powerful way, and of course get more profit as a result of doing so, then this is a tool that will help you achieve that.”

“You're going to get information and insight from your existing audience. It's going to tell you how to better communicate with them, how to up your game if you will, and give them more of what they really want from you as well as how to find more of your ideal prospects, your ideal clients, for what you have to offer. Once you have that kind of insight, you're going to be able to move forward in a far more powerful and far more profitable way doing what you do in business.

The insight that I gained from doing this was just so incredibly valuable that's already allowing me to make adjustments going forward that I'm just really excited about. I know that this is what my people want from me. I already had experience on a surface level of just communicating and saying, "Is this something that you would find valuable?" Well now I've got even more insight into not only what they want, but who they are and where they currently are at, that I just didn't have before.

When you have that kind of information about your prospects and your clients, you're just able to far better serve them in a way that you weren't able to before.

If you want to serve your prospects and your clients in a far more powerful way, and of course get more profit as a result of doing so, then this is a tool that will help you achieve that.

What I do is teach both entrepreneurs and aspiring entrepreneurs how to use the internet and use technology to either start or expand a business that they've already got going, or start a new one from scratch by using this technology, and just giving them good marketing strategy behind that. How to build an audience of subscribers, how to communicate with those subscribers effectively so that you position yourself as the hero to them and you're continually giving them exactly what they want from you.

For me in my business, I have an ongoing dialogue with the people who have come to me.

What your process did was give me insight into who those people are. For one, we found out that they're educated people. That they're not people who have not been to college. We found out this insight and now I can just communicate more effectively, and that their response is going to be, "Wow, you know what? Kevin really understands me." When you can create a more powerful connection with people and you have the insight to be able to do that, I've already proven that when you can communicate effectively, you're going to make sales because people are going to feel that connection. The stronger connection you have, the more successful, the more sales you're going to make in your business.

I would tell you I've used Survey Monkey in the past. It had its place, and I can get insight there, but what Survey Monkey does not do is what Dr. Jeanne and you set up for me was based on the way the person answered the initial question, that led to what the next question was going to be. If they answered it this way, one question was the next one, and if they answered it another way, it gave them an entirely different question. The survey moved forward based on the answers that they were giving us to the first question.

Afterwards when we had the follow up call with Dr. Jeanne, you let me know, "Hey, this is what we found out. This were the results of this." My gosh, Survey Monkey can't do anything close to providing the kind of information and demographic information about my clients and my subscribers that you guys were able to provide for me.

Most of my clients are people who are aspiring entrepreneurs just because of the way that I've been marketing my business over the years. What was interesting that I discovered about my business, is in some ways I'm really good at the things that I do, and in other ways there's certain things that I'm just completely oblivious to. People would ask me, "Well Kevin, what's the make up of your audience? Are they mostly male? Are they mostly female? What age range?" couldn't tell you any of that. I didn't know what I didn't know.

What I can tell you is how they came to me because I've been partnering and collaborating with a lot of different people. We've done over 450 collaborative projects to grow my own business, and I've partnered with people in all kinds of different spaces to grow the business, but there's just, quite honestly, a lot of things about my clients and my subscribers that I didn't know. What we together was very eye opening for sure.

Going forward I want to do this more effectively. I want to continue moving forward doing this on a regular basis," and we're already engaged in that process. Once you've experienced this, it's pretty much a no brainer that you're going to say, "Yes, I see the value in this, and I want to continue moving forward with this."