

## ***Brand Aide Insider Tip #1***

*"The best place to begin a brand inquiry is to survey your clients/customers and get some real-world, candid feedback. I suggest choosing a good cross-section, including some inactive clients. (They may tell you why they are no longer using your product or services and though hard to hear, it can be very useful information.)"*

Sample Cover Letter for Questionnaire:

Dear \_\_\_\_\_:

*It has been a pleasure working with you; and I am looking forward to being of service to you in the future. Your candid feedback is extremely important to me and will help me to provide better service to all of my valued clients (and you are at the top of that list).*

*I would greatly appreciate you taking a few minutes to complete the enclosed Client Questionnaire; and please return it to me in the postage-paid envelope I've provided, by \_\_\_\_\_ (date within a 2-3 week window).*

*Thanks so much!*

(Maybe even include a personalized hand-written p.s.)

1. Why did you choose \_\_\_\_\_ (your name or company name) as your \_\_\_\_\_?
2. What was your overall impression of \_\_\_\_\_ and the services (he/she/it) provided \_\_\_\_\_?
3. What were some of the major benefits you received from \_\_\_\_\_?
4. How could \_\_\_\_\_ improve their services?
5. How would you describe your experience with \_\_\_\_\_ to someone interested in \_\_\_\_\_?

*"I suggest typing this survey on your letterhead and sending it via U.S. Mail with a stamped, self-addressed return envelope. I have my reasons for this, and we'll pick up from here in my next column - Brand Aide ~ Insider's Tip #2 (of 100 and counting). In the meantime call (925) 944-1403, e-mail ([ellen@ellen4marketing.com](mailto:ellen@ellen4marketing.com)) or visit my web site ([www.ellen4marketing.com](http://www.ellen4marketing.com)). I'd love to hear from you!*

Ellen Looyen,

The Branded with Charisma Specialist, Since 1988

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