

# Glenn Livingston Report

Daryl Urbanski interviews clinical psychologist and entrepreneur Glenn Livingston, Ph.D., an innovative web programmer and an expert in keyword research and online marketing. Today, Glenn owns and operates a private business coaching program, Growth Acceleration Systems with his business partner, Terry Dean.

**Get to Know Glenn a Little Bit More.**

* Glenn and his wife, Sharon, have done business consulting work for Fortune 500 companies including AT&T, American Express, Exxon, Citibank, Hallmark, Kodak, Kraft, Lipton, Panasonic, Mastercard, and Whirlpool.
* He has sold over $20 million in consulting services to major brands.
* After going into debt after 9/11, he entered into 17 different niches at once and began to build a highly successful business consulting firm soon afterwards.
* He has over 25 years of experience in business consulting.
* He comes from a family of 17 psychologists and 3 social workers.

**Glenn’s Advice: Pay Attention to the Four Quadrants of Marketing.**

* **Listening with your head: Surveys.** Listening with your “head” means taking an objective, direct approach to marketing research, and structured surveys are an excellent example of a direct method. “Doing a survey is listening with your head because you're trying to tabulate and quantify the results versus listening with your heart, which is having a squishier conversation,” Glenn says. Surveys are a great way to gauge what people say with the goal of quantifying data.
* **Listening with your head: Testing.** Split testing and multivariate testing are direct methods of quantifying data from what people do. Glenn notes, however, that testing is most beneficial for making specific changes to established businesses. “That's how you protect a system that's already working. You only change it when you find a statistically significant difference in what people do in a quantitative way,” Glenn says.
* **Listening with your heart: Talking to people.** While surveys and tests may seem like faster and more efficient options for market research, Glenn cautions business owners against completely detaching from their customers. “You’re having a more heartfelt conversation when you follow the prospect wherever they want to lead you. You try to engage them emotionally. When you do that you're admitting that you are necessarily influencing the prospects more than if they were taking a structured survey online and certainly more than if they were buying or not buying,” Glenn says. While conversing takes time, this method will likely lead you to a more accurate picture of customer needs and helps strengthen the business to customer relationship.
* **Listening with your heart: Observational interactions.** Another “heart” method used by businesses is simple observation or field research. For example, documenting customers’ product use and observing shoppers are two ways in which researchers implement this strategy. Like interviews and focus groups, field research can render more accurate results than testing and surveys since customers’ natural tendencies become visible.

Contact Glenn

* Website: [www.growthaccelerationsystems.com](http://www.growthaccelerationsystems.com)
* Facebook: [www.facebook.com/glenn.livingston.10](http://www.facebook.com/glenn.livingston.10)
* Twitter: @GlennLivingston