

*"Your Success Is My Success"*  
-- Daryl Urbanski



# **The Survey Funnel Formula Responsible For Over \$100,000,000.00 in Sales & Helping Hundreds of People Just Like YOU Launch Successfully - With Ryan Levesque**

This guide leverages insights from an insightful conversation with Ryan, a renowned expert on the 'Ask' methodology and survey funnels.

It's crucial for entrepreneurs and business owners seeking to scale and gain traction using efficient survey funnels.

Completion of these exercises will equip you with practical & actionable knowledge on Ryan's 'Ask' methodology, designing survey funnels and lead acquisition.

## **Quote to Remember From the Interview**

"What people walk away with is a fully-designed survey funnel from end to end." - Ryan

## **What You'll Learn from the Activity**

The subsequent activities will help solidify your understanding from the article, allowing you to parse the concept of the 'Ask' methodology, design your own survey funnel, and formulate strategies to stimulate business growth..

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## Activity

Reflect on your current lead acquisition strategy - is there any room for improvement?

List three ways in which your business could benefit from implementing the 'Ask' methodology.

Name the two major types of surveys Ryan discussed.

True or False: A Deep Dive Survey involves open-ended questions.

What does a Micro-commitment Bucket Survey entail?

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List three potential scenarios where deep-dive surveys would be beneficial over micro-commitment bucket surveys.

Assume you're designing a survey for your business. Write a draft of three open-ended questions you'd ask.

List down three resources that Ryan offered in the interview.

Reflect on the quotable quote: "There's only three ways to get traffic - buy it, borrow it, or create it." How does this apply to your current business model?

True or False: The outcome of the intensive is a fully-designed survey funnel.

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Plan a roadmap to attend Ryan's upcoming intensive. Write down three steps you'd take to make it possible.

Choose a current product or service in your offering. Draw a sample survey funnel around it.

Name three challenges you face currently in scaling your business. Can surveys help solve these challenges? If so, how?

Imagine you've attended Ryan's intensive. Write a brief overview of the knowledge you hope to gain.

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Write down three ways you might implement what you learned from the intensive.

Reflection: Do you prefer the idea of buying, borrowing or creating traffic for your business? Why?

How does mastering lead acquisition contribute to your vision for entrepreneurial success in 2025?

Fill the blank: The application and function of each type of survey is \_\_\_\_\_.

Take a moment to reflect on the significance of the quote: "What people walk away with is a fully designed survey funnel from end to end". How might this impact your future actions?