



- SAMPLE -

SCREENING SURVEY



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



SAMPLE SCREENING SURVEY FOR PEOPLE APPLYING FOR STRATEGY SESSIONS

As we've discussed, when you're doing a talk that leads to offering Strategy Sessions you're going to want to send the applicants to an application.

Why? Because we want to "pre-screen" people and see who appears most likely to be in urgent need, and most likely to take action in hiring you.

This is why these questions are so imperative. They help us make the best "guesses" as to the most viable prospects from all whom apply.

(By the way, there is nothing wrong with hand-selecting the people you want to grant the sessions to. We never, anywhere, said it was "random").

Here is a sample questionnaire that you can use as is, or modify to fit your needs.

"Fabulous Over Fifty" Session Application

Just fill in the form below and click submit.

Note: All your information is completely confidential and we will never share it with anyone. Ever. Thank you!

Name

Email

Phone Number

Website

1. Please list your health concerns in order of priority.
2. How are these health issues impacting your day-to-day living? (i.e. Is this situation preventing you from doing things that you enjoy? Impacting your ability to focus, your social life or relationships, your career, etc.?)



3. *What have you tried in the past to improve your “health situation” and what were the results?*
4. *What other specific help have you sought in the past to help you achieve your health goals? Have you worked with a dietitian or coach before?*
5. *What is your vision for ideal health? Or, said another way, what are your health goals and how would achieving them improve your quality of life?*
6. *What are the areas in which you feel you need the most help, direction, and support to help you move forward? In other words where do you feel most stuck?*
7. *OPTIONAL: It often requires time, resources and personalized support to create lasting change that supports your health goals. Are you willing to invest in yourself to get the support you need to move forward?*
8. *On a scale of 1-10 how committed are you to doing what it takes to improve your health and achieve your goals in the near future?*
9. *Is there anything else you’d like me to know?*

I’m sure you’ll see from the questions above how this can provide a good “sense” of each person applying. Each of the questions reveals crucial information to help you ascertain whether the person would be a good “fit.”

Questions 3 & 4 show you if the person has a history in investing to get help for their situation. If they have, that’s a good sign, right? (If they haven’t yet invested to get help with their situation, it doesn’t mean they’re a poor prospect – they might be willing to invest now – it’s just that if they show prior investing behavior, that’s a good thing).

Question 7 is optional. I included it in case you want to try to ascertain whether or not the person recognizes that it takes resources to support their health goals, and asks if they have access to them. (This could help you assess whether someone would or would not have the funds to retain your services).



And Question 8 determines the urgency. I don't recommend you give anyone a session who rates their scale at less than an 8/9.

So... what types of questions in your niche would help you pre-screen applicants and assess their likelihood of hiring you?

- Also Note: You can create a free questionnaire such as this at: www.surveymonkey.com, or www.wufoo.com (or Google forms).