

Questionnaire - Phone Survey

-Hi, [their name], this is [your name], hey did I catch you at a good time?

-Listen, I want you to take a survey with me. It will just take 3 minutes, ok?

1. Alright, Americans eat on average 12 pounds of chocolate each year. How many pounds do you eat?
2. Do you consider yourself a traditional or a non-traditional type of business person? T/NT
3. What industry do you feel has been hurt most by the recession? _____
4. On a scale of 1 to 10 (10 being the highest) how important is chocolate to you? 1 2 3 4 5 6 7 8 9 10
5. 1 to 10, how significantly has your business been impacted by the economy? 1 2 3 4 5 6 7 8 9 10
6. On a scale of 1 to 10, how financially independent do you feel you are? 1 2 3 4 5 6 7 8 9 10
7. 1 to 10, how actively are you searching for additional income? 1 2 3 4 5 6 7 8 9 10
8. What is more important to an entrepreneur: Advertising or Public Relations? A/PR
9. OK, what is your favorite chocolate? _____
10. If you could change one thing about your diet, what would it be? _____
11. Now, did you know that certain dark chocolates are actually good for your health? Y/N
12. What is your personal solution to this current economic downturn? _____
13. OK, moving right along here; have you ever heard of Xocai Healthy Chocolate? Y/N
14. Entrepreneurs say that everyone knows at least 250 people, do you believe that statement? Y/N
15. If a certain health product truly prevented illness, would you pay \$4 a day for it? Y/N
16. Ok, how have you financially insulated yourself in this lagging economy? _____
17. Here is a hard one: Other than chocolate, what is your greatest need? _____
18. Are you personally feeling a "financial pinch" in this current recession? Y/N
19. What is your secondary stream of income? _____
20. If you found a good tasting chocolate that had some health benefits, would you eat it daily? Y/N
21. Ok, is there a secondary or part-time business you are currently considering? Y/N
22. Other than your job, how do you currently generate additional income? _____
23. Now, how often do you eat chocolate? Daily / Weekly / Monthly
24. Will you take some additional action this year to improve your financial position? Y/N
25. What ideas do you have to improve your financial position? _____
26. Last question: How open are you to learning about my part-time business? Open / Not

Ok, so, I am trying to find some entrepreneurs to work with, who would like to reduce the cost of their health care by at least 50%, and cut their taxes while increasing their monthly cash flow.

Now, they would need to Invest about 15 minutes a day in order to achieve those goals.

So, this is where I need your help: I'm wondering, of the people you know, who have I just described?

Questionnaire - In Person Survey

-Would you be open to taking a chocolate survey?

-Will you take a few minutes and participate in a chocolate survey?

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