

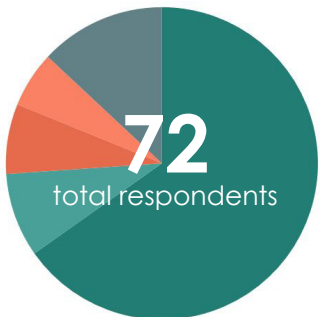
SURVEY RESULTS

In January 2017, **Rescue Desk Virtual Assistant Services** took an informal survey of several Dane County businesses to learn more about who they are, their goals, and get a feel for where their energy is this year.

While not a scientific endeavor, some interesting trends emerged about where and how they communicate with their clients, how they spend their time, and where they'd like to focus in 2017.

**Respondents could select more than one option.*

Survey respondents



95% of respondents based in Dane County

- professional services (65.22%)
- financial services (8.70%)
- non-profits/associations (7.25%)
- creative services (5.80%)
- other (real estate, IT, etc.) (13.04%)

Where do the **bulk** of your customers come from?*

93% referrals | 28% special events | 19% website

→ TOP 5 ←

What are your primary go-to tools to communicate with the masses?*

1. Networking Events (61%)
2. Social Media (61%)
3. Email campaigns (51%)
4. Speaking/Events (43%)
5. Cold Calling (11%)

What are your top professional **strengths**?*

- 1. Strategic Planning (56%)
- 2. Leading Your Team/Coaching (44%)
- 3. Sales/Business Development (42%)

What are your top professional **challenges**?*

- 1. Marketing (46%)
- 2. Sales/Business Development (44%)
- 3. Creating efficiencies & procedures (28%)

>> Do you have any favorite **BOOKS, BLOGS OR PODCASTS?**

The Future of Management
Gary Hamel

The Power of Less
Leo Babauta

Triggers
Marshall Goldsmith

Book Yourself Solid
Michael Port

The Compound Effect
Darren Hardy

Emotional Intelligence
Daniel Goleman

The GoGiver
Bob Burg and John David Mann

Thinking, Fast and Slow
Daniel Kahneman

The Power of Habit
Charles Duhigg

The E-myth
Michael E. Gerber

SethGodin.com (blog)
smartpassiveincome.com (podcast)

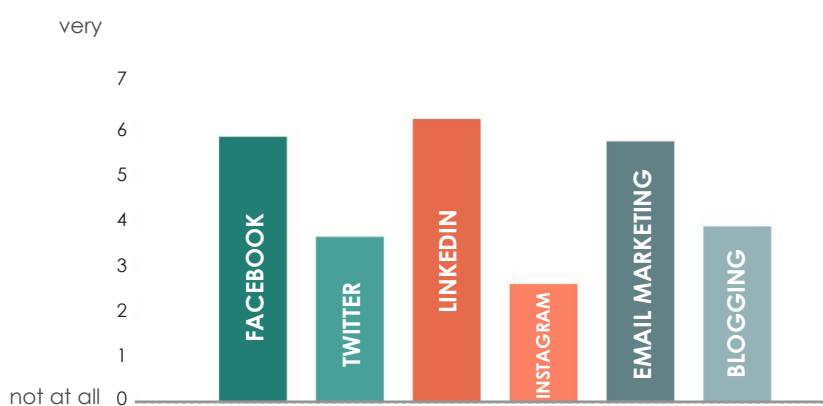


How good are you at **TIME MANAGEMENT**?

- My days are pretty manageable. **64%**
- Meh. Some days are better than others. **25%**
- I'm a drill sergeant. **10%**

When thinking about **PROFESSIONAL DEVELOPMENT** which topics are you drawn to?*

- ▶ Leadership & Communication (44%)
- ▶ Industry-Specific Topics (42%)
- ▶ Sales/Business Development (38%)
- ▶ Strategic Planning (36%)
- ▶ General Marketing (28%)



On a scale of 1-10, how comfortable are you with different social media/digital platforms?

If you had an extra **5 HOURS** a week, how would you spend it?*

- Spend more time with family/friends **49%**
- Focus on sales and biz development **43%**
- More time **ON** the business than **IN** it **31%**

- Improve service I provide to customers **21%**
- Improve my skills through training **19%**
- Catch up on administrative work **17%**

Do you use social media analytics to make decisions?

- YES 39%
- No, but I want to 36%
- No, and I don't care to 25%

