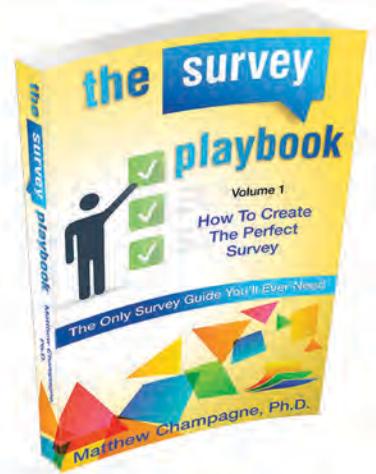




Matthew “Doc” Champagne, Ph.D.

MISSION: TO REVEAL THE SCIENCE-BASED TECHNIQUES TO EASILY KEEP YOUR (BEST) CUSTOMERS FOREVER

Enough already with the moldy-old persuasion gimmicks, the icky sales tactics and the home-grown “discoveries” pitched by the gurus. These might pressure or trick people into buying our stuff ONCE, but our audience is now far too savvy to want to buy from us AGAIN. Instead, how about using some real SCIENCE backed by decades of RESEARCH that will consistently keep your customers, members, clients and students focused on your message and become repeat buyers?



Dr. Champagne has validated his methodology for keeping your (best) customers forever with more than 96,000,000 data points from 550+ organizations since 1996. Matt will share his latest insights with your audience that has been fine-tuned from 50+ keynote addresses and invited presentations as well as dozens of podcasts and interviews.

Example Introduction

For 28 years, Matt Champagne has been a scientist, researcher, university professor, international speaker and serial entrepreneur. He was named “Technology Visionary” by SURVEY Magazine for his pioneering work merging psychology and technology to create never-before-seen customer feedback tools. When not ranting about the “dark psychology” used by digital marketers or about the tragedy of a world full of crappy surveys, Dr. Champagne can be found on a cruise ship with his family or on stage playing keyboards in his rock band.

Potential Interview Topics

- The right questions to ask BEFORE your virtual/live events to delight attendees
- How failing to use scientific psychology wipes out your time, money and clients
- Build trust and lifelong customers with your audience through survey
- Why 99% of all surveys guarantee misleading results and dangerous outcomes
- How to easily get NON-buyers to keep opening your email
- Why moldy-old webinar sales tactics no longer work for your savvy audience
- Creating your own Deadheads or Parrot Heads so you never have to hard sell

Dr. Champagne’s 9 Principles of Customer Feedback might be the “missing link” in the evolution of marketing and keeping clients happy.

-- Tom Poland, multiple best-selling author & lead generation expert

We’ve used Doc Champagne’s methodology at our live events because it flat out works. I’m a big fan of his approach – it’s the ONLY survey mechanism (and I’ve seen a lot!) that gives useful feedback.

Ray Edwards
Master Copywriter & Author



I saw the incredible audience engagement at a live event using Matt’s system, so I used it for our online Summit. I was not disappointed! I cannot wait to deploy this method on webinars too!

Jennifer Brenton, M.D.
Medical Visionary



Connect with Matt

- ✉ Doc@Feedback9.com
- 🌐 MatthewChampagne.com
- 📱 in/MattChampagne

