

Lane Business Consulting, LLC
Marketing Effectiveness Assessment™

Think of Marketing as the Engine of your business. When all the pistons are firing, and the engine is running well, sales and income result.

For the engine to run properly and do its job well, the parts must be in good working order and properly aligned. This comprehensive questionnaire will help us determine which pieces of your Marketing Engine could use a tune-up, an overhaul, or perhaps a complete replacement.

Please provide the following information about you and your business.

<p>Your Name: _____</p> <p>Business Name: _____</p> <p>Phone Number: _____</p> <p>Email Address: _____</p>
<p>1. Briefly describe your business and what motivated you to go into business.</p>
<p>2. Describe what you would like to achieve with your business.</p>
<p>3. When people ask what you do for a living, do you answer easily, prompting natural conversation and questions that ask for more detail about your business?</p> <p>Rate your answer on a scale of one to ten.</p> <p>1 2 3 4 5 6 7 8 9 10</p> <p>Strongly Disagree Strongly Agree</p>

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4. Have you considered expanding or selling your business? If so, what would have to happen to help you expand or sell your business? How imminent is this?

5. Describe your leading product or service.

6. If you provide a service, what problem do you solve for people?

7. What makes your product or service unique?

8. Describe your strengths as a business owner.

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9. Describe your target market and your ideal client. Discuss demographics (i.e. age range, income level, profession etc.) as well as personal qualities, characteristics and values of the people you love to work with?

10. Is marketing a primary concern for your business right now? Why, or why not?

11. How do you define “marketing”?

12. Do you have a system for following up with people you meet at networking events? Do you have a system for keeping your name in front of them so when they are ready to buy they think of you automatically? If you do, please describe your strategy including how often you keep in touch.

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13. Do you track how your customers find out about you? If yes, what is the most common way people find out about you?

14. What is your current marketing strategy? And is it working for you?

15. How – if at all – are you using social media in your business?

16. What aspects of marketing your business do you find most challenging?

- I just don't know what to do.
- I know what to do, but just don't enjoy it.
- My current strategies aren't getting the results I want.
- My current strategies are working, but I want better results.
- Other: _____.