

Lane Business Consulting, LLC
Marketing Effectiveness Assessment™

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

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

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. When did you start your business? What motivated you to start your business?</p>
<p>2. Describe, in detail, what you would like to achieve with your business.</p>
<p>3. How will you feel and how will your life be impacted when you have accomplished these goals?</p>

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7. Do you have 5 marketing strategies that consistently drive potential clients to your business?

- Yes, I do.
- No.

If yes, but not 5, how many?

Please describe them here...

8. Do you offer value and/or quality samples of your product(s) or service(S) to potential clients?

- Yes, I do.
- No.

If yes, please describe your samples here...

9. Is there is a personal sales component to selling your product(s) or service(s)? In other words do you need to get in front of potential clients to convert them into clients?

- Yes, I do.
- No.

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If yes, how comfortable are you doing this? Describe your process.

10. Out of 10 potential customers, how many buy your products and services?

11. Are you running any advertisements?

- Yes.
- No.

If yes, in what publications? How often? How much do they cost?

12. Do you track how your customers find out about you?

- Yes.
- No.

If yes, what is the most common way people find out about you?

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13. Who is your target market?

14. Describe your ideal client. What are the qualities, characteristics and values of the people you love to work with.

15. What is the demographic of the people you are trying to reach? (age range, income level, profession, etc.)

16. What are the commonalities of that demographic?

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17. Describe your lead product or service.

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

19. What makes your product or service unique?

20. Describe your strengths as a business owner.

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21. What is your total yearly marketing budget?

22. What percentage of your total operating budget is this?

23. Are you considering expanding or selling your business? How imminent is this action?

24. If so, what would have to happen to help you expand or sell your business?

25. How much money would you lose if your business closed?

26. What would you lose personally if you closed your business? Self-esteem, pride, confidence, etc.

27. Do you think marketing is a primary concern for your business right now?

Yes.

No.

Why?

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32. What are you willing to invest to get your marketing engine running well driving in an effort to drive revenue to your business?

- Whatever it Takes!
- \$5,000 - \$10,000
- \$4,000 - \$5,000
- \$3,000 - \$4,000
- \$2,000 - 3,000
- \$1,000 - \$2,000

33. 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: _____