



Marketing and Business Plan Questionnaire

How to Use This Questionnaire

1. Read the entire questionnaire before you begin to answer.
2. Tell your story under each of the **bold** headings using the questions under that heading as guidelines.
3. Answer in as much detail as is comfortable.

Marketing – Big Picture

Have you clearly defined your target market? If so, write what you think it is.

What are the characteristics of your target market?

Can you easily write down at least 3 needs that your intended clients have?

Have you conducted market research that is current on the real wants/needs of your target market?

Do you have a budget for marketing?

How much time will you (or can you) spend on a weekly basis marketing your business?

How will you measure your ROI (Return on Investment) on your marketing?

Marketing Message

What is the clear marketing message that you want to communicate to your market?

Have you tested your message in your target market(s)?

In what 3 ways are your business/service/product different from what your competitors offer?

Are you communicating these differences in your marketing messages?

Have you developed marketing materials? Were they successful?

Media and Venues

Do you know where your intended customers/clients come from?

What marketing methods have attracted or will attract them?

Where else do your potential customers go to get what you offer?

What could be your top 3 marketing methods? In what way can you make yourself visible to your potential customers?

What events/organizations do you intend to join, or are already a part of?

Strategy

What opportunities do you see in this business venture?

What are the dilemmas/challenges in your business venture?

What assumptions do we need to test or challenge for your business venture?

What skills do you think are necessary to run and grow your business?

Which of those skills do you possess and which ones do you need to develop?



Business Mastery Academy

Do you have a circle of professionals (legal, finance, IT etc.) who are available for consulting in various areas of business? Name them.

What's been your major learning, insight or discovery so far?

What's missing from the picture so far? What do you need more clarity about? What might you not be seeing?

Plan

Do you have a written business/marketing plan? Can you move forward toward success without a plan? Why? Or Why Not?

Do you have a monthly revenue and profit forecast for your business?

What's the next level of detailed thinking we/you need to do?

What could happen that would enable you/us to feel fully engaged and energized about your business?

What challenges might come your way and how will you meet them?

What requires your/our immediate attention going forward?

Are you clear about what you will not provide to your intended market?

If your success were to be completely guaranteed, what bold steps might you choose?

If there is one thing that hasn't yet been said in order to reach a deeper level of understanding/clarity, what would that be?

How can we support each other in taking the next steps? What unique contribution can we each make?

Personal

What is important to you about this business and why do you care?

Are you clear about what sort of work you enjoy?

What draws you to this venture?

Are you honest with yourself about the areas that are *not* your strengths?

Do your marketing methods use your natural strengths? In what ways?

Does your business allow you to take the time for other important things in your life?

Do you think you have an environment that is supportive, effective and efficient for your working style?

Other

What question, if answered, could make the most difference to the success or failure of your business?