The Most Important

29 Questions

You will ever answer regarding the Branding and Marketing of

Your Business

Note: These questions represent the bedrock of your marketing research. They should take no more than two hours total to answer. They do not have to all be done at once, or by just one person. If you feel these questions need not be answered, I can guarantee you'll be wasting your money on trial and error campaigns. Your dollars would be better spent on your favorite charity.

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29 MARKETING QUESTIONS

1. What initially got me started in my business or career (what motivation, occurrence, etc.) ?

2. Why did clients originally buy from me?

3. Why do clients buy from me now?

4. What primary method of generating clients was used to build my business?

5. Which of my marketing or sales efforts brings in the bulk of my sales or clients? What percentage of my business comes from this particular effort?

6. What is my unique selling proposition or USP? Why do my clients buy from me-what is it about my product and/or service that distinguishes me from my competition?

Do I have more than one USP for different product/service lines or segments of my business?)

7. Is my USP a consistent theme in all of my marketing and sales efforts? If yes, how, and if no, why not?

8. What ongoing sales/networking efforts do I personally perform today?

How do these functions differ from those I performed when I started my business/career?

9. Where do my clients come from specifically (demographics)?

10. Would I rather attract more new clients or garner more money from my existing clients, and why?

11. How many of my suppliers/business colleagues would be motivated to help me grow my business more because it will directly benefit them at a very high level? Who are they?

12. How have methods for doing business, or the product or service line(s) I market, changed since the inception of my business?

13. What are my sales per employee? Sales employees only; 2 yr average.

14. What is the lifetime value of my typical client?

15. What is the biggest client complaint about my company, and how does my company successfully address this problem?

16. Do I test the various aspects of my marketing and selling activities to make sure they're producing the best and most profitable results?

17. How well connected or how involved am I with my clients at the sales/networking or transaction level (do I still sometimes take orders or sell or follow up)?

18. Who are my biggest competitors and what do they offer that I do not? (hours, guarantees, customer follow-up, service, products, etc)

19. What is my competition's biggest failing, and how do I specifically fill that void?

20. Do clients buy from me exclusively or do they also patronize my competitors?

What steps can I take to get the main portion of their business (preempt and dominate)?

21. What is my biggest and best source of new business, and am I doing everything possible to secure this business?

22. What has been my biggest marketing success to date (defined as a specific promotion, advertising campaign, sales letter, etc.)?

How are your successes measured and tracked?

23. What is my biggest marketing problem or challenge today? Describe in its entirety as candidly and directly as possible, including personal, financial, and transactional implications it may impose.

24. After the initial sales, are there systematic, formal methods I use to communicate and resell to my clients-strengthening the relationship and bonding them to me?

25. Do I have an adequate supply of client testimonials, and is there a system in place for their capture?

26. Have I ever tried to reactivate my former clients and un-converted prospects? Do I maintain systematic contact?

27. In what ways do I try to up-sell my clients?

28. Do I ever barter my products, services, or assets with other companies in exchange for their products, services, or assets?

29. What is my average order, transaction size, amount, and what are the steps I can take to increase it?