

# IMC Confab 2002, Session #11A, Handout

Take a look at the questions below and answer them honestly. If there's even one question you can't respond to with a resounding "Yes!" — come to my Confab session, *The Top Seven Keys To Marketing Success*, Tuesday October 29 at 10:15, where I'll help you find the answers!

## STRATEGY

1. Do you have a marketing action plan that you're following, or are you winging it?
2. Do you know what excites you most about your business?
3. Do you have a clearly thought-out strategy for growing your business? If so, have you established broad intent goals with realistic, measurable action objectives for achieving the goals?
4. How well do you know your customers' needs, wants and environment?
5. Which customers are your most profitable? Least profitable?
6. How well do you know your key competitors?

## *Positioning*

1. Is it easy or difficult for you to succinctly tell people what business you're in?
2. Do you know the difference between the benefits and features of a business? If yes, can you readily state your company's benefits and features?
3. Do you have a written statement — a positioning statement — that clearly shows your value, what you do, and why the reader should care? If yes, do you use this statement consistently in your marketing?

5. Why should a prospect hire you over your competition?
6. What one thing makes you different from your competition? How else are you different?

### **VISIBILITY AND PROMOTIONS**

1. Are you as visible as you'd like to be?
2. What do you do on a consistent basis to stay in touch with prospects and clients?

#### *Publicity*

1. Are you writing, publishing and leveraging articles as an expert?
2. Do the media interview you and quote you?
3. Do you call the media with story ideas?
4. Do you consider yourself an expert?

#### *Speaking*

Do you do any public speaking in your field of expertise?

#### *Relationship building*

Do you network to build relationships on a regular basis?

#### *Marketing materials*

1. Do you have printed marketing materials? Do you like them? Are they effective? If not, why?
2. Do you have a Web site? Is it more than an electronic brochure?
3. Do you have a professionally-designed logo/letterhead? If so, does the "look and feel" reflect the style, identity and business philosophy you want to convey?

5. Do you have testimonials from happy clients?

6. Do you measure the results of your marketing?

### **CUSTOMER CARE**

1. How do you rate your responsiveness to people who contact you (excluding annoying sales calls...)?

2. Do you show customers how much you appreciate their business and trust in you?

I will provide full handouts in my session and at my Website:

<http://www.guisemarketing.com>