

Your Customized Marketing Roadmap

The first step to building a successful business is to make sure you have a roadmap personalized for your needs.

In the list below, you will see a series of descriptive phrases in six separate categories: Time Management, Personal Development, Lead Generation, Marketing / Advertising, Internet Marketing, and Systems.

The results from this evaluation will be used to construct a customized roadmap specifically designed and tailored to fit the needs of you and your business. This roadmap will help produce results for you faster by sequencing the program to fit your needs.

Rate the diagnostic questions below as honestly and carefully as possible.

Rate how present or relevant each description is for your business on a scale of 0-5. 0 means it's not present at all or not a problem, 5 means it's a severe problem. Use your gut instinct and don't second guess your answers.

Time Management	Score
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0 1 2 3 4 5

Do you feel confused and unsure what to do next on a daily basis?

Do you find it difficult to delegate work or responsibility to others?

Do you struggle to write down and then prioritize your day to day responsibilities?

Do you find it difficult to stay focused on the task at hand?

Do you find it difficult to remain on track to accomplish what really needs to get done?

Do you ever feel disorganized or can't seem to ever locate the important things you need?

Do you have specific and written goals for the projects you want to accomplish?

Do you often find yourself procrastinating and then having to play "catch up"? _____

Do you feel you may be too involved in your day to day activities? _____

Do you ever find yourself wishing you simply had more time to get things done? _____

Time Management Totals

Personal Development

0 1 2 3 4 5

Do you often feel as though your work life and home life are out of balance? _____

Do you ever feel blocked, stuck or unsure what you should focus on next? _____

Do you find it difficult to visualize in order to help yourself focus? _____

Do you fail to see the big picture and instead focus on small insignificant things? _____

Do you lack confidence in either yourself or your abilities? _____

Do you ever feel you don't deserve to earn more money? _____

Do you find it difficult to think strategically? _____

Do you find it difficult to attract the right people into your life? _____

Do you consider yourself to be a poor decision maker? _____

Do you find yourself frequently retreating back into your comfort zone? _____

Personal Development Totals

Lead Generation

0 1 2 3 4 5

How would you rate your ability to generate leads? _____

How close are you to selecting a specific niche market? _____

How well do you feel you understand advertising? _____

How powerful is your Unique Selling Proposition? _____

Do you consistently use powerful and compelling offers? _____

Do you use frequent promotions in your business to encourage sales? _____

How successful are you in using direct mail to generate business? _____

Do you presently have any affiliate partners? _____

Do you have a systematic referral system in place? _____

Do you know how to write effective sales letters? _____

Lead Generation Totals

Marketing / Advertising

0 1 2 3 4 5

Can you describe your companies 'ideal client'? _____

Does your business target niche markets? _____

Does your business offer guarantees (money back or otherwise)? _____

Is your marketing material powerful enough to generate interest? _____

Does your business have a strong sales process? _____

Are you comfortable writing copy for your website and other marketing material? _____

Do you have scripts for your business? _____

Does your business regularly collect testimonials from happy customers? _____

Does your business issue regular press releases? _____

Do you have a monthly company newsletter? _____

Marketing/Advertising Totals

Internet Marketing

0 1 2 3 4 5

Does your website generate leads for your business? _____

Does your website have an offer that captures prospects names and email addresses? _____

Do you have an online marketing strategy? _____

Are you aware of what your competition is doing online? _____

Is a social media strategy important for your business? _____

Do prospects find you through organic searches online? _____

Do you understand how to use keyword to improve your search engine ranking? _____

Do you offer your prospects any type of membership or continuity program? _____

Do you have a strategically sequenced follow-up email campaign in place? _____

Do you have a blog on your website? _____

Are you currently ranked on Google, Yahoo or Bing? _____

Do you currently post videos on YouTube? _____

Internet Advertising Totals

Systems

0 1 2 3 4 5

How well would your business run WITHOUT you there? _____

Do the majority of your clients continue to buy from you frequently? _____

How often do you receive referrals? _____

How often do you define where your business is versus where you want it to be? _____

Do you presently have a revenue plan? _____

Do you presently have an active marketing schedule? _____

Do you have established training practices in your business? _____

Do you currently have a proven team building program? _____

How would you rate your abilities to close business over the phone? _____

Systems Total _____