



**11 questions
that smart
marketers
always ask
themselves**

(You can answer them in less than 6 minutes)

**Cornish
Marketing**
c o n s u l t a n c y

No-one wants to waste time and money on marketing that doesn't work.

To get results, you need a clear message and an actionable plan. By getting clear with your marketing, you will convert cold customers to raving fans and unlock your business growth.

This quick checklist will help indicate what you are doing well and what you could be doing better.

Your 11 point checklist

As a business do you...

- 1** Know who your ideal customers are so that you can target them in the marketplace? Note: Not everyone is your ideal customer.
- 2** Speak clearly to your customers so they understand why they should choose to buy from you?
- 3** Have a clear and bite-sized breakdown of the products or services that you offer?
- 4** Know how to reach new customers and raise awareness of your product/service?
- 5** Have a plan for what needs to be done (and when it needs to be done by)?
- 6** Have a clear process for generating leads and capturing the contact details of prospects?
- 7** Communicate with your existing customers regularly?

- 8 Know what your customers say about your business and what excites them about doing business with you??
- 9 Encourage happy and successful customers to leave reviews that say nice things about your brand?
- 10 Know how to measure your marketing activities (so that you can tell what's working and what's not)?
- 11 Do you have a process for continuing to offer value to your customers after the first sale has been made?

Congratulations!

You have just finished your 6-minute marketing audit. You have identified what you are doing well and discovered some opportunities for improvement. This is your first step towards marketing success.

Room for improvement? Getting started is simple:

1
Book your free one hour consultation to discuss your goals and needs

2
We'll craft a marketing action plan with clear actions

3
Grow your business execute your plan to propel your business forwards

Book your
FREE
marketing consultation
TODAY

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