**Please rank how your business is performing in the following areas. Please use a scale of 1 (poor) to 10 (very good)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1Poor | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10Very Good |

Form 1

Local Business Performance Quiz

|  |  |  |
| --- | --- | --- |
|  | Do you have a list of current clients, past clients and referrals sources that enable you to sort by variables (value of contact, purchases, matter areas, etc.) and print lists, labels, letters, envelopes, etc. | \_\_\_\_\_\_ |
|  | Do you currently communicate consistently with your best sources of new business and referrals? | \_\_\_\_\_\_ |
|  | Does your financial reporting provide you critical performance data accurately and on a timely basis?  | \_\_\_\_\_\_ |
|  | Do you have an efficient means of measuring results? Examples would be number of inquiries, source of inquiries, new clients, value of clients, revenue generated, realization rates, profit margins, return on investment, marketing ROI. | \_\_\_\_\_\_ |
|  | Do you have specific goals for your marketing efforts? | \_\_\_\_\_\_ |
|  | How well do you educate your “house list” as to all products/services you provide? (cross selling) | \_\_\_\_\_\_ |
|  | Grade the effectiveness of your current marketing efforts. | \_\_\_\_\_\_ |
|  | Grade your efforts in stimulating referrals. | \_\_\_\_\_\_ |
|  | Grade your client retention rate. | \_\_\_\_\_\_ |
|  | Grade your marketing materials and messaging. Are they cost effective, do they communicate the right message and speak to a specific audience? | \_\_\_\_\_\_ |
|  | Have you identified and created a list of all direct competitors in your local market? | \_\_\_\_\_\_ |
|  | As for competitors listed per question 11, how does your business compare? |
|  | Overall | \_\_\_\_\_\_ |
|  | **In these specific areas.** |
|  | Pricing  | \_\_\_\_\_\_ |
|  | Service Quality  | \_\_\_\_\_\_ |
|  | Perception of experience/quality  | \_\_\_\_\_\_ |
|  | Awareness | \_\_\_\_\_\_ |
|  | All other relevant factors to rank | \_\_\_\_\_\_ |
|  | **The most important questions** |
|  | What are the costs or consequences to your local business if you fail to improve in the areas you scored low? |
|  |
|  |
|  | What can you do to avoid these consequences? |
|  |
|  |

Form 2

Assessing Your Client Base

**Current, Projected, Most Desired**

**Number of Transactions, Revenue, Quality, Profits**

**Client = Client, customer or accounts**

|  |
| --- |
| **If You Change Nothing** **What Would Happen in The Next 12 Months?** |
|  | How many clients would you serve? |
|  | What % of revenue do you expect will be generated by current or previous clients? |
|  | Estimate volume of revenue to be generated by new clients. |
|  | How many clients do you estimate you served in the last 12 months who will choose to do business with a competitor in the next 12 twelve months? How much revenue will be lost due to this churn? |
|  | How much business do you expect from referrals and word-of-mouth? How many clients and what is total revenue volume you expect from this source? |
|  | What are the current sources of your business? What % of revenue or profit can be attributed to each? |
| **Client Assessment** |
|  | List your major clients during the last 12 – 24 months. |
|  | As for each, on a scale of 1 – 10, estimate the quality of your client relationship. |
|  | As for each, estimate the potential for selling other products/services. |
|  | Which major clients referred business to you? Revenue volume of those referrals? |
|  | Which major clients who DID NOT refer business to you would be likely to refer if asked or reminded of the quality of your work and all that you can provide? |
|  | Your best estimate (research, use industry data) of number of clients/customers in your local market area. |
|  | Is your “share” of business in your local market expanding, declining or stagnant? |
| **During the next 12 Months, What Are Your Financial Goals and Objectives?** |
|  | Gross revenue |
|  | Number of clients or transactions |
|  | Profit, margin |
|  | Quality of clients |
|  | Client retention/client churn |
|  | Sources of business |

Form 3

Client/Customer/Account Characteristics

If you seek to attract more ideal clients, you must have clarity about what an ideal client looks like. Maybe even more important, you must know what your “D” and “E” type clients look like so that you can avoid them like the plague.

Here is a form to characterize your clients by on an A – E scale:

* “A” being an ideal client you wish to attract and clone and “E” being totally unqualified by lack of need or ability to pay that you seek to avoid.
* You can also think about those that will interact with your marketing on the same A – E scale. Of those that will see or interact with your marketing, how many are A’s, E’s or B’s, C’s, D’s.

|  |
| --- |
| **Factors to consider in defining your A – E groups.** |
|  | * Reasonableness of expectations
* Size of fee
* Likelihood of paying bills on time
* Are they a “trophy” client?
* Do they have contacts or influential relationships of value?
* Potential for referrals. Volume of potential referrals.
* Your ability to serve and satisfy them.
* Are their needs expanding?
* Degree to which they will collaborate or assist you positively
* How much you like or desire to do the work or meet their needs
* How enthusiastic they will be
* Whether their work will be consistent, sporadic or a single transaction
* Their ability to refer you or influence purchasing decisions of ideal clients
* Their willingness to refer or influence purchasing decisions of ideal clients
* Their growth potential: None, moderate or high
* Willingness to discuss service, fees/costs, collection issues openly and fairly
* Will you service them in calm or crisis?
* Would they ask for anything unreasonable or unethical from you?
* Are they reasonable or members of the lunatic fringe?
* Profit per transaction/relationship
 |
| **Your Goals with Your A – E Client Groups?** |
| A’s | Retain, clone, cross-sell |
| B’s | Upgrade to “A,” Continue to meet their needs |
| C’s | Upgrade to “B,” Grin and grind it out |
| D’s | Do everything you can to avoid. Run away |
| E’s | Unqualified by lack of need or inability to pay |
| Your “A” Client Characteristics |
|  |
|  |
|  |
| Your “B” Client Characteristics |
|  |
|  |
|  |
|  |
| Your “C” Client Characteristics |
|  |
|  |
|  |
|  |
| Your “D” Client Characteristics |
|  |
|  |
|  |
| Your “E” Client Characteristics |
|  |
|  |
|  |

Form 4

Strategy Summary

Your strategy summary should include a statement of all matters that impact achieving your market share and financial health goals. Please see sample strategy statements on pages 49 to 57. Your strategy summary should not reference or assume specific tactics.

Download blank forms found at ScottChannell.com/MAMResources to make this step easier for you.

|  |
| --- |
| Source of Market Share |
|  |
|  |
|  |
|  |
| Target Market Focus |
|  |
|  |
|  |
|  |
|  |
|  |
| Services/Product Mix Strategy (add, reduce, change mix) |
|  |
|  |
|  |
|  |
|  |
| **Other strategy summary topics for you to consider.** |
| * Seasonal issues
* Frequency plan
* Product/service strategies
* Branding
* Maximizing repeat purchases and referrals
* Rate of growth desired
* Publicity/public relations
* Packaging/presentation
* Price points and quality
* Customer service
* Ease of purchase
* Increasing average order/transaction size
* Increasing margin
* Bundling
* Personal selling strategy
* Technology strategy
* Changing trends
* Resource allocation (money/time)
* Client/customer satisfaction
* Messaging
 |

Form 5

Marketing Tactics Checklist

1. Don’t prejudge – select all options viable for you.
2. As to all viable options for your, suggest you score them on 1-5 scale for the following:

|  |  |  |
| --- | --- | --- |
|  | How many ideal clients will see, touch, interact with this? | \_\_\_\_\_\_ |
|  | Ability of this tactic to communicate your message of competitive difference. | \_\_\_\_\_\_ |
|  | How significantly will this contribute to the buy decision? | \_\_\_\_\_\_ |
|  | Time to return: How long will it reasonably take to realize revenue? | \_\_\_\_\_\_ |
|  | Skill required to execute well. | \_\_\_\_\_\_ |
|  | Cost | \_\_\_\_\_\_ |
| * Website
* Content
* SEO
 |
| * Stimulate referrals from clients/past clients
* Stimulate referrals from staff
* Stimulate referrals from influentials
* Stimulate referrals from prior inquiries/non-purchasers
* Educate clients as to all you do
* Referral source analysis
* Newsletter – email
* Newsletter – printed and mailed
 |
| * Client file analysis/rate A-E
* Personas
* ID clients you do not want
* Client feedback survey
* Client interviews
 |
| * Competitor analysis
 |
| * Landing pages
* Hub pages
* Blogging/content
* White papers
* eBooks/reports
* Webinars
* Case studies
* Guest posts
 |
| * Reviews
 |
| * PPC – Adwords, Facebook, Bing, others
* Paid social media ads
* Retargeting
 |
| * Social media options – Facebook, Twitter, Instagram, Pinterest, Linkedjn
* Google My Business
 |
| * Mobile
* Mobile SMS/text ads
* Mobile in-app ads or push notifications
 |
| * Geolocation
* Geofencing
 |
| * Email – cold blasts
* Email – autoresponder sequence
 |
| * Speak
* Hold seminars
* Hold lunch and learns
* Executive briefings
* Record speeches/presentations for rebroadcast
 |
| * Publish a book/become an author
* Write articles for publication
* Repurpose writings and recordings
* Turn one piece of content into 10
* Write a column
* Be recognized as an expert
* Create a course/mini-course
 |
| * Create/manage a functional marketing database
 |
| * TV-broadcast
* TV- Cable
* Radio
* OTT/Over-the-top media
* Streaming audio/podcasting
* Video
 |
| * Direct mail formats
* Cooperative mailers
* Coupon books
* Local council on aging/Church bulletins
* Native/sponsored advertising
* Sponsored content
 |
| * Graphic Design
* Logo
 |
| * Advertising
* Newspapers
* Magazines-business, lifestyle, local
* Classified ads
* Display ads
 |
| * Events
* Community events
* Sponsor community events
* Tradeshows
* Conferences
* Sponsorships
 |
| * Partnerships
* Joint ventures
* Affiliations
* Associations and clubs
* Networking
 |
| * Sales training
* Hire a marketing coach
* Get advice from an expert
 |
| * Public relations
* Press releases
 |
| * Directories – online
* Directories – offline
 |
| * New telephone intake procedures
* Improve quote process/interaction
* Improve initial consult/interaction process
* New fee structures
* Free consults
 |
| * Brochure
* Catalogs
* Sidewalk sign spinners
* Flyers
* Door hangers
* Business cards
* Technology/software tools
* Banners
* Outdoor/out of home
* Signage
* Movie theatre ads
* On hold marketing
* Focus groups
* Bulletin boards: communities online
* Cold calling
 |