**MARKETING MAKEOVER QUESTIONNAIRE**

**C.J. Hayden**

**Your Name:**

**Name You Prefer to be Called:**

**Business Name(s):**

**Website(s):**

**Type(s) of Business:**

Date(s) Started:

Primary Services/Products You Offer:

Market Niche(s) [your target market and/or professional specialty]:

1. Describe your primary marketing and/or business objectives at this time in as few words as possible. (Examples: “find more clients for my web design business,” “figure out the best market niche for my life coaching and workshops,” “design a new business model for my management consulting business that allows me to leverage my time” or “overcome the reluctance that keeps preventing me from following up with hot prospects.”) You can list more than one objective, but no more than three.

2. What have you been doing over the past year to market your business?

3. Why do you think that’s not working as well as you would like?

4. What do you suspect you need to do differently?

5. Where do most of your clients currently come from?

6. When is a client most in need of your services?

7. What types of people or organizations are likely candidates to refer business to you? [name categories rather than individuals or organizations]

8. Who do you consider to be your competition? [name categories rather than individuals or businesses]

9. How are you or your business different or better than your competitors?

10. How many new clients would you like to be bringing in each year?

11. What’s the amount of your average sale? [defined as the amount a typical client spends with you in their first engagement, even if this takes place over weeks or months]

12. Based on your answers above, what topics would you most like for us to address in our Marketing Makeover session?

*Please return your questionnaire to me at contact@cjhayden.com*

*at least 24 hours before our session time. If you reserved your session less than 24 hours in advance, return it as soon as possible. Thank you!*