

Just Wondering?

Please circle Yes or No to the following questions...

I have written proof of the following:

1. I know exactly how much will be spent and where each dollar will go for marketing during the entire year ahead.

YES NO

2. I know the exact dates, design and cost of every print ad, radio or television campaign, direct mail piece, newsletter, workshop and event for the next 52 weeks.

YES NO

3. I know the most important message for every communication piece and sign that will be created for the next year.

YES NO

4. I know the topics that need to be written and photos that I'll need for each newsletter scheduled for the next year.

YES NO

5. I know the products that need to be discussed with my suppliers so my inventory and pricing decisions match my marketing plan.

YES NO

6. I've identified the most important reasons why shoppers want to give me money that have little to do with my inventory, employees, shopping experience or prices.

YES NO

Total:

My job is to make sure you have six YES answers and the systems in place to make it happen.

Shoot me an email and we'll set a time to discuss your test results.

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