



**I Help Small Business Owners**  
**Attract More Clients, Increase Their Satisfaction**  
**And Make More Money!**

**A1 Small Business MARKETING** Local: (360) 565-8312  
Toll Free: 888-399-1357

**DOUG**

Complete the form below and we will review it and then get back in touch with you within 30 days. This will be absolutely FREE.

Bonus! I will also give you my Marketing: The Top Ten Tips for Small Business Owners. Free.

(If you want it faster, call us and provide a payment of \$500 and you can have it in a day. Please do NOT call otherwise! What we are giving you is worth \$500, but doing it FREE requires 30 days.)

**Before we begin, we will send you an email - to which you must respond. We will also contact you via the phone number you provide below - one that you must answer.**

**If we are unable to reach you both ways**, we will not begin the research for your consultation.

Your Email Address, Please: \_\_\_\_\_

Your Name: \_\_\_\_\_

Your Address: \_\_\_\_\_

Your City, State & Zip Code: \_\_\_\_\_

Your Phone Number & The Best Day(s) and Time(s) To Call: \_\_\_\_\_

\_\_\_\_\_

The Name of Your Business: \_\_\_\_\_

The Nature of Your Business: \_\_\_\_\_

\_\_\_\_\_

Your Business Web site URL (domain name): \_\_\_\_\_

The City and State in which Your Business is Located: \_\_\_\_\_

What is your Position in the Company? \_\_\_\_\_

1. How long have you been in this business? \_\_\_\_\_

2. How much experience do you have in this area of business? \_\_\_\_\_  
\_\_\_\_\_

3. What types of print media do you use? Check each that applies and add more to the list if applicable.

\_\_\_\_ Business Cards \_\_\_\_ Rack Cards \_\_\_\_ Brochures \_\_\_\_ Direct Mail \_\_\_\_ Other: \_\_\_\_\_  
\_\_\_\_\_

Circle a number to indicate your own opinion of the general quality of the items above on a scale of 1 to 10, with 1 being embarrassing and 10 being excellent. 1 2 3 4 5 6 7 8 9 10

4. What types of advertising do you use? \_\_\_\_ Newspaper \_\_\_\_ Radio \_\_\_\_ Cable TV \_\_\_\_ Web site \_\_\_\_ Direct Mail \_\_\_\_ Other: \_\_\_\_\_

Circle a number to indicate your own opinion of the general quality of the items above on a scale of 1 to 10, with 1 being embarrassing and 10 being excellent. 1 2 3 4 5 6 7 8 9 10

5. Do you use PPC (Pay Per Click) Advertising on Search Engines or Directories? \_\_\_\_ Yes \_\_\_\_ No

If you answered yes to the question above, how much are you spending currently per month? \_\_\_\_\_

6. Do you advertise in your local phone book / yellow pages? \_\_\_\_ Yes \_\_\_\_ No

If you answered yes to the question above, how much are you spending currently per month? \_\_\_\_\_

7. Are you a member of any business associations, civic clubs, or not for profit groups? \_\_\_\_ Yes \_\_\_\_ No

If you answered yes to the question above, please list them here: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. What are the most significant challenges that you face as a small business owner? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. What types of signage do you use for your business? \_\_\_\_\_  
\_\_\_\_\_

Is your signage in good shape? \_\_\_\_ Yes \_\_\_\_ No

10. List your power partners (friends in related, but not competitive businesses that you reciprocate referrals with):

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11. List the continuing education classes you have taken part in before, what you are doing now, and what you will be doing in the future.

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12. What are your annual gross receipts? (How much money do you take in total? - Not profit, but total sales.)

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13. What percentage of your annual gross sales do you allow for marketing your business? \_\_\_\_\_

14. Provide as accurate a breakdown as you can as how your marketing dollars are currently being spent: \*  
Example: 10% on printing, 15% on radio, ..... (the total should be 100%)

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15. Do you have someone answering the phone for your sales or service full time? \_\_\_ Yes \_\_\_ No

16. What does your website do for your business? \_\_\_\_\_

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26. What percentage of your new business comes through direct referrals from people you have done business with or from friends?

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27. In your opinion, what area of small business marketing do you think you need help with right now? \_\_\_\_\_

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28. Do you accept credit cards? \_\_\_\_ Yes \_\_\_\_ No

29. Do you take phone orders? \_\_\_\_ Yes \_\_\_\_ No

30. Do you own more than one business? \_\_\_\_ Yes \_\_\_\_ No

31. Do you work a second job? \_\_\_\_ Yes \_\_\_\_ No

Is there anything else you would like to tell us about you or your business? \_\_\_\_\_

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