Sample Marketing Assessment

GENERAL

1. What are your dominant revenue streams?

2. In three sentences or less, can you clearly describe what you do or what you offer your clients?

3. Have you clearly identified the problems you are helping your customer solve?

4. What will your customer's life look like if they buy your product or service?

5. Do you have an elevator pitch that is clear, engaging, and easy to understand?

MESSAGING + CONTENT

1. Is the message your company is telling clear and compelling?

2. Does your website include the following items?
   - ☐ Clear and concise statement of what you offer
   - ☐ Images that communicate what success looks like for your customer
   - ☐ Specific value you deliver to your customer as a result of using your product/service
   - ☐ Direct call to action that is the obvious button to press
   - ☐ A plan that shows your customers how to do business with you
   - ☐ A transitional call to action or lead-generating PDF
   - ☐ Bite-size breakdowns of your products or services

3. Do you offer a lead-generating PDF or downloadable asset that captures email addresses?

4. Do you have an automated email campaign that onramps your customers to your product or service?

5. Have you written a sales letter that is converting prospects into customers?

6. Have you collected and displayed stories of transformation you've allowed your customers to experience?