

DISCOVERY GUIDE

Getting to Know **Your Business**

The questions we ask before we build your strategy.

Before we spend a dollar, we want to understand what **winning** looks like for you. Our first conversation covers four areas. You don't need perfect answers. Your best thinking gives us what we need to build a plan around your goals.

Defining success

What "winning" looks like to you.

- **Growth.** What does growth mean to you: more revenue, more items sold, or higher profit per sale?
- **Where you are now.** How many leads or calls do you get today?
- **Your goal.** Six months from now, what result would make you say "this is working"?
- **Top priority.** New customers, repeat customers, or awareness. If you could only pick one?
- **Current efforts.** What are you doing to grow your business today?

Your customer

Exactly who we're talking to.

- **The decision-maker.** Who actually buys, and who influences them?
- **Your best customer.** Where do they live? What's their lifestyle? Do you have customer email lists or addresses?
- **Who to avoid.** Are there customers you'd rather not attract?
- **Location.** Where are you strongest today, and where do you want to grow next?

What you offer

What moves the needle for your business.

- **Your stars.** Which three to five products or services bring in the most revenue?
- **Seasonality.** When are your busy and slow seasons, and how have you planned for them?
- **The hook.** What do people usually buy first, and what do they buy next?
- **Roadblocks.** Is anything holding back more sales?

Sales and tracking

What happens when someone shows interest.

- **Closing rate.** When someone calls or walks in, how often do they buy?
- **Creative.** Do you have in-house design and video, or would you like our help?
- **Follow-up.** How quickly are new leads contacted, and by whom?
- **Keeping score.** How do you measure whether your marketing is working today?

Ready when you are.

Bring your answers to your strategy session and we'll map your plan together.

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