



How Does Your Business Measure Up?

Be Your Own Consultant Starting Today.

Dear Solicitor/Partner:

It's a crying shame to see promising businesses under-performing.

Businesses that have the capability to deliver greater income, satisfaction, profits and wealth and health to their owners --- if only they changed their marketing a bit.

The strategy you follow and/or the money-making system you implement can double; triple or even quadruple your profits.

This is why I created this self-diagnostic assessment test for you.

It's called "How Do You and Your Business Measure Up?"

It asks direct, (and highly revealing) questions designed to instantly analyse whether or not your business could, would and should --- be working to give you more profit.

And precisely where you can improve the most.

It's the perfect preparation that gets you the insight, benefit and value from any time you invest with me.

Please sit down right now and go through the questions --- the answers and their financial implications will become self-evident.

When you've answered all the questions, see where you stand (by calculating the self-diagnostic interpretation section at the end).

Be honest with yourself; since only you will know the exact answers and their profit generating implications

Here are the 86 questions to answer.

1.) How many different ways of selling do you currently have/use? E.g. online/phone/face to face
_____ One (1 pt) _____ 2-4 (2pts) _____ 5 or more (3 pts)

2.) How many new selling methods have you tested in the last 12 months?
_____ None (0) _____ One (1) _____ 2-4 (2) _____ 5 or more (4)

3.) How many formalized, referral generating systems do you have in place

that everyone in contact with buyers uses and follows?

_____ None (0) _____ One (1) _____ 2-5 (2) _____ 6 or more (4)

5.) Is your business being marketed reactively or strategically with a written plan?

_____ Tactically (0) _____ Strategically (2)

6.) Do you have a powerful USP where you can fill in the blanks to

“Our company is the only _____ that _____”

_____ No (0) _____ Yes (2)

7.) Do you know what your attrition (clients that stop buying) rate is and why they stop buying from you?

_____ No (0) _____ Partially (1) _____ Yes, in both cases (3)

8.) Do you have attrition reduction or client retention programs that reduces inactive buyers?

_____ No (0) _____ Yes (2)

9.) Do you have full databases of your prospects and buyers that includes everything from names, contact numbers, email address, type of buying, what they buy, what they didn't buy, where they originated from, quantities of past purchases, etc.

_____ No (0) _____ Partial (1) _____ Yes On All Issues (3)

10.) Do you actively use all the data above to target different categories of prospects/buyers in different ways for different products or services?

_____ No (0) _____ Yes (3)

11.) Do you know exactly where all (or at least most) of your business comes from and how to get more people from those sources to buy from you?

_____ No (0) _____ Yes (2)

12.) Do you know where your biggest source of fresh new business is and how to start it flowing your way?

_____ No (0) _____ Yes (2)

13.) Does at least 25% of your business come from referrals?

_____ No (0) _____ Yes (2)

14.) Is the average number of referrals you get every month increasing or decreasing?

_____ Decreasing (0) _____ Increasing (2)

15.) Do you have a reliable system of collecting and creating client testimonials and success stories?

_____ No (0) _____ Yes (2)

16.) If "yes," how many testimonials and success stories do you have?

_____ 1-5 (1) _____ 6-10 (2) _____ 11-20 (3) _____ 21 & over (4)

17.) Do you effectively and powerfully use your testimonials in all the marketing, advertising and sales efforts you do?

_____ No (0) _____ Sometimes (1) _____ Yes, always (3)

18.) Do you have respected people in your field, market, industry that endorse you and your company?

_____ No (0) _____ Yes (2)

19.) How many endorsements do you have?

_____ None (0) _____ 1-3 (1) _____ 4-9 (2) _____ 10 or above (3)

20.) Do you have a continuous system/approach program actively in place that continually secures endorsements?

_____ No (0) _____ Yes (2)

21.) Do you have any strategic alliances/partner relationships actively in place right now?

_____ No (0) _____ Yes (2)

22.) If "yes," how many strategic alliances/partner relationships are you doing promotions with right now?

_____ One (1) _____ 2-5 (2) _____ 6-10 (3) _____ 10 or more (4)

23.) Do you add partner relationships (i.e., complementary businesses, publications, associations) to your marketing every quarter?

_____ No (0) _____ Yes (2)

24.) If “yes,” how many (on average) are you adding to your marketing mix every 3 months?

_____ 1 (1) _____ 2-3 (2) _____ 4-9 (3) _____ 10 or more (4)

25.) Do you repeatedly test headlines or their equivalent (i.e., opening sentence of your presentations, phone-in sales calls, greeting at events etc.)

_____ No (0) _____ Yes (2)

26.) If “yes,” how many different headlines or equivalent have you successfully tested in the last 12 months?

_____ 1 (1) _____ 2-9 (2) _____ 10-20 (3) _____ 21 or more (4)

27.) Do you have a systematic, ongoing follow-up system you follow and put into action for every prospect and first time buyer you acquire?

_____ No (0) _____ Yes (2)

28.) How often do you follow up to past buyers/clients by phone, mail, e-mail or in person?

_____ Never (0) _____ Once Every Six Months (1) _____ Once A Quarter (2)
_____ More Often (3)

29.) Do you know your allowable cost of acquiring a new prospect and/or clients and if “yes,” do you invest up to that amount in your marketing efforts to acquire new buyers?

_____ No (0) _____ Yes (2)

30.) Do you have a progressive backend sales funnel; meaning, you keep logically either reselling clients ongoing quantities of your basic products/services or you keep adding new additional products or services to the sales cycle.

_____ No (0) _____ Yes (2)

31.) If yes, how many different progressive, backend products do you offer?

_____ 1-2 (1) _____ 3-9 (2) _____ 10 or More (3)

32.) Do you spend more of your time on marketing or managing?

_____ Managing (0) _____ Marketing (2)

33.) Do you believe marketing is everything that helps you find, get, keep and grow clients?

_____ No (0) _____ Yes (2)

34.) Do you use risk reversal i.e. guarantees, money back etc. to close sales and differentiate your business from your competitors?

_____ No (0) _____ Yes (2)

35.) If yes, how many different ways have you tested reversing the risk?

_____ None (0) _____ 1 (1) _____ 2-4 (2) _____ 5 or More (3)

36.) How many of these key, marketing factors do you regularly test?

_____ Nothing (0) _____ Just Headlines (1) _____ Headlines, Offers (2)

_____ Headlines, Offers and Guarantees/Risk Reversals (3)

37.) Do you offer bonuses (either tangible or intangible) as an incentive to purchase your service?

_____ No (0) _____ Yes (2)

38.) How much of a difference have your marketing tests made on either your results/response/profit?

_____ Less than 10% Improvement (1) _____ 11-30% (2) _____ 31-50% (3)

_____ 51-99% (4) _____ 100% (double) or Higher (5)

39.) Do you do PR/do interviews with radio/newspaper/magazines/websites?

_____ No (0) _____ Yes (2)

40.) Do you use the results of these activities in excerpts or reproductions as part of your marketing?

_____ No (0) _____ Yes (2)

41.) Do you write articles, special reports or a book(s) you use for promotional positioning i.e. get known as an expert?

_____ No (0) _____ Yes (2)

42.) Do you have a prime prospect list or lists you market to by either direct mail, email,

Seminars, or sales personnel?

_____ No (0) _____ Yes (2)

43.) Do you know what your return on investment is for Lead/Prospect Generating, Lead Generating and Sales Conversion and/or Reselling Buyers?

_____ No (0) _____ Yes (2)

44.) Do you have a continuous way to build a growing prospect/client e-mail list?

_____ No (0) _____ Yes (2)

45.) How often do you send quality e-mails out that provide a benefit to your clients and/or prospects?

_____ Never (0) _____ Infrequently (1) _____ Quarterly (2)

_____ Monthly or More (3)

46.) Are your e-mails, educational/contact-based and not merely self-serving?

_____ No (0) _____ Yes (2)

47.) Do you have a direct response-formatted website that is built around response marketing principles?

_____ No (0) _____ Yes (2)

48.) Do you do effective (meaning successful at both attracting and then converting) search engine optimization that builds more prospects, buyers, and business?

_____ No (0) _____ Yes (2)

49.) Do you have a range of different marketing activities in place where prospects/clients/revenue flow in from multiple profit channels? If yes, how many channels?

_____ 2 (1) _____ 3-5 (2) _____ 6-8 (3) _____ 9 or More (4)

50.) Do you have a target prospect list of strategic partners – i.e., companies that either already have a strong relationship with the same people you want to sell-- or new, competitive organizations that have more to gain than even you do by seeing you sell your product/service to more people/companies.

_____ No (0) _____ Yes (2)

51.) If “yes,” how many prospective, new “strategic partner” companies (with complete contact data) are there on that list?

_____ 1-5 (1) _____ 6-10 (2) _____ 11-20 (3) _____ 21-50 (4) _____ 51 and Over (5)

52.) Have you and all your people who have contact with your prospects/buyers had formal, strategic consultative/advisory sales training?

_____ No (0) _____ Yes (2)

53.) If yes, how often do you retrain and advance their skills in this all-important revenue-generating factor?

_____ Never Again (0) _____ Yearly or Longer (1) _____ Every Six Months (2)

_____ Monthly (3)

54.) How many competitive advantages have you created for your business?

_____ None (0) _____ One (1) _____ 2-5 (2) _____ 6 or More (3)

55.) Do you have successful ways to acquire new clients/buyers at breakeven which make real profit on the backend?

_____ No (0) _____ Yes (2)

56.) If “yes,” how many different approaches do you use?

_____ One (1) _____ 2-3 (2) _____ 4 or More (3)

57.) Do you regularly educate and update your prospects and clients?

_____ No (0) _____ Yes (2)

58.) Do you honestly think your marketing makes irresistible offers to your prospects?

_____ No (0) _____ Yes (2)

60.) If “no,” how many ways can you come up with right now to strengthen the appeal, attractiveness, effectiveness of your sales, advertising, promotional offers and propositions?

_____ One (1) _____ 2-5 (2) _____ 6-10 (3) _____ More than 10 (4)

61.) How many more complementary (up-sell/cross-sell) products/services do you currently add to your sales proposition?

_____ None (0) _____ One (1) _____ 2-5 (2) _____ 6 or More (3)

62.) Do you offer buyers greater/larger units/quality product to increase the size of each sale?

_____ No (0) _____ Yes (2)

63.) If “no,” how many possibilities can you come up with right now for doing this?

_____ None (0) _____ One (1) _____ 2-5 (2) _____ 6 or More (3)

64.) Do you endorse or do joint ventures with other companies to sell THEIR products/service to YOUR buyers and prospects?

_____ No (0) _____ Yes (2)

65.) Do you hold, run, or do special events such as seminars, new product introductions, end of year promotions, close out promotion, private sales, meet the management events, meet the expert events, etc.?

_____ No (0) _____ Yes (2)

66.) Do you ethically (but effectively) prepare buyers from their very first purchasing experience with you to keep coming back to purchase over and over again?

_____ No (0) _____ Yes (2)

67.) Do YOU personally talk to your buyers, prospects, and clients regularly to learn what they want and then build a relationship with them?

_____ No (0) _____ Yes (2)

68.) Do you regularly shop/buy from your competitors to see what they do differently or are doing that your company doesn't do?

_____ No (0) _____ Yes (2)

69.) Do you have a written marketing strategy and tactical implementation plan you continuously apply and follow?

_____ No (0) _____ Yes (2)

70.) If “yes,” do you regularly monitor and measure results and performance of every element of that plan and adjust, replace, improve areas or activities whenever performance drops or does not exceed specific targeted benchmarks

you've established?

_____ No (0) _____ Sometimes (1) _____ Yes, Always (2)

71.) Do you track the response to all your advertising and marketing?

_____ No (0) _____ Yes (2)

72.) Do you have a complete e-mail marketing strategy you constantly adhere to, implement and follow?

_____ No (0) _____ Yes (2)

73.) Do you study the success approaches other companies use that can be swiped and deployed by you?

_____ No (0) _____ Yes (2)

74.) If "yes," do you regularly (at least once a quarter or more) pick approaches you want to try out and then actually test them to see if they perform better than the approach(es) you are currently using?

_____ No (0) _____ Yes (2)

75.) Does your marketing, sales approaches and advertising activities focus on benefits or features?

_____ Don't know (0) _____ Features (1) _____ Benefits (2)

76.) Do you know the top five reasons why prospects don't buy from you?

_____ No (0) _____ Yes (2)

77.) Do you have a compelling and persuasive way to overcome each of those five objections or resistance points?

_____ No (0) _____ Yes (2)

78.) Do you really know what your business ideology is and can you explain it in a paragraph or less?

_____ No (0) _____ Yes (2)

79.) Do you know all of the marketing assets (both tangible and intangible) your business has available to it?

_____ No (0) _____ Yes (2)

80.) Have you identified all the different revenue-generating activities your business is engaged in doing so you can start improving and maximising each one?

_____ No (0) _____ Yes (2)

81.) How often do you invest time, effort and committed focus to learn better ways to improve the sales, marketing, profit and/or competitive performance of your business?

_____ Never (0) _____ Once a year (1) _____ Twice a year (2) _____ Constantly (3)

82.) How much of the three ways to grow a business model are you currently applying? (More clients, bigger orders, more frequent orders)

_____ None (0) _____ Very Little (1) _____ About One-Third (2) _____ Most (3)

83.) Do you really know and can you clearly verbalize what your business' biggest marketing problem is?

_____ No (0) _____ Unsure (1) _____ Yes, Absolutely (2)

84.) Do you know what the biggest untapped sales or marketing opportunity your business has available to it and can you state it clearly?

_____ No (0) _____ Yes (2)

85.) Do you know what areas of your marketing your business is weak, poor or ineffectual at doing, i.e., prospecting follow-up, converting, re-selling, referrals, etc?

_____ No (0) _____ Yes (2)

86.) Do you know where your business' biggest growth or profit opportunity lies?

_____ No (0) _____ Yes (2)

How to Interpret Your Answers

Now that you've answered the questions in this assessment test, here's how to work out what it all means to you:

Add together all the points your answers represent (use the number in the brackets following each response). When you have added them up this is what it tells you . . .

a) If your total points equal **59 or less**, it tells you that your marketing is relatively weak, your opportunity for growth and greater profitability with a better marketing strategy to follow IS ALMOST GUARANTEED. You are probably realising less than 17% of your real business/financial/marketing potential.

b) If your total points **equal 60 to 191**, you're marketing at a good level; but your business has excellent room for improvement. You can most likely increase your performance by 75% or more merely by better understanding and applying the marketing possibilities you have available.

c) If your total points **exceed 194 or higher**, congratulations! You're an excellent marketer already and should feel good about where you've come, so far. But, because YOU understand the real additional marketing opportunities available to your business – you still have spectacular exponential growth possibilities if you decided to take your strategy and tactics to the highest performance

What do you do next?

You have completed the first step on the path to becoming great at Legal Marketing.

Because you have admitted you need to learn.

Your answers will highlight quick wins, ideas and strategies.

Do not worry if everything seems overwhelming.

The fact is 95% of businesses have not even asked these questions of themselves.

You can discuss the answers with Partners, marketing staff, colleagues.

And then use your answers to come up with your strategic plan.

And you are welcome to ask me any burning questions or visit www.GreatLegalMarketing.co.uk where many of these subjects are explained in detail.

To Your Business Success.

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