

Sales & Marketing Assessment Tool

Answer the questions below to the best of your ability. Your first response is likely the most honest. Don't answer the way you think you should, or by what you know you ought to be doing...answer based on reality. What are you really doing today? That's the correct response.

If you prefer to take the test online or print a copy, visit bladeronner.com and click REFOCUS at the top of the page. Just make sure to come back here to decode your results.

WEBSITE PRESENCE

1. What kind of website do you currently have?
 - a. HTML
 - b. Flash
 - c. Template
 - d. Custom site personally designed
 - e. Custom site professionally designed
2. Have you implemented S.E.O. (Search Engine Optimization)?
 - a. Yes
 - b. No
 - c. Don't have time.
3. Have you compared your site to that of your competitor's? Is it different?
 - a. Yes
 - b. No
 - c. Don't have time.
4. How easily can it be navigated?
 - a. 12 year old could navigate easily
 - b. Takes a little work
 - c. I sometimes get lost on it
5. Do you have white text on a dark background?
 - a. Yes
 - b. No
6. Do you have music playing when the site opens? Is it royalty free music?
 - a. Copyrighted music
 - b. Royalty free music
 - c. No music

- d. Music is optional, but doesn't start right away

CLIENT MAINTENANCE

7. What is your current turnaround on projects?
 - a. Always on time
 - b. Some on time, some late
 - c. Always late
8. Are you meeting your deadlines? If not, how late are you?
 - a. Always meet contracted deadlines
 - b. Usually a few weeks late
 - c. Generally a few months late
 - d. I have productions over a year late or more
9. What percent of your jobs are late?
 - a. 0%
 - b. 25%
 - c. 50%
 - d. 75%
 - e. 100%
10. Do you acknowledge client birthdays and anniversaries?
 - a. Never
 - b. Rarely
 - c. Often
 - d. Always
11. How long does it take you to respond to emails and phone calls from current clients?
 - a. 24 hours is my standard policy
 - b. Within a week
 - c. When I get around to it
12. Is that response time longer or shorter for potential clients?
 - a. Shorter response time for potential clients. I need new gigs.
 - b. Same response time for both.
 - c. Longer response time for potential clients. I respond to my current clients first.

ADVERTISING

13. Where are you advertising?
 - a. Magazines
 - b. Newspapers
 - c. Yellow Pages
 - d. Online
 - e. Facebook

- f. Google
 - g. All of the above
 - h. None of the above
14. How are you getting your message out to your prospects?
- a. Advertising
 - b. Direct mail
 - c. Social media marketing
 - d. Website (build it and they will come philosophy)
 - e. All of the above
 - f. Other
15. Do you use direct mail for advertising?
- a. Yes
 - b. No

BRANDING

16. Do you have a brand? If so, define it in one sentence.
17. Is it unique?
- a. Of course. I have 3 words that describe me or my company.
 - b. It's a mix of a few sources of inspiration that I pulled together.
 - c. It's the result of a detailed business plan and meeting where I intentionally went a different direction than my competitors.
18. Is your brand simply a logo, or have you aligned all aspects of your branding to a cohesive unit?
- a. Right now it's just a logo and/or typeface
 - b. I've been meaning to incorporate it into other aspects
 - c. I have aligned everything into one cohesive brand unit

MARKETING: EMAIL, NEWSLETTER, SOCIAL MEDIA

19. Are you using social media like Facebook, Myspace, Twitter, and blogging to market your business?
- a. I blog.
 - b. I have a Myspace and/or Facebook account.
 - c. I have a LinkedIn Account
 - d. I'm on Twitter.
 - e. All of the above.
 - f. None of the above.
20. If you are blogging how often do you blog about business?
- a. Twice a week or more.
 - b. A few times a month.
 - c. I started one a few months ago after a seminar, but haven't touched it since.

- d. What's a blog? (If this is your answer, you need to watch "Invasion of the Blog" at _____)
 - e. I don't have time to blog.
21. How often do you communicate to your current list of clients? (Either through email marketing, postcards, etc.)
- a. Once a week
 - b. Once a month
 - c. Once a year at Christmas
 - d. When they contact me
 - e. As little as possible since I'm late on their project

SALES TRACKING

22. Do you have a sales and marketing plan?
- a. I know what I want to do, I just need to find time to do it
 - b. I'm an artiste and believe that if I do good work, people will come
 - c. I've implemented some ideas, but need to do more
 - d. I've written down my sales and marketing plan and am working on implementing it
23. Are you tracking where your leads are coming from?
- a. Yes, but I'm not sure what to do with the information
 - b. Yes, and I customize based on results
 - c. No
24. If you are doing any kind of marketing campaign are you tracking the return of that investment?
- a. I'm doing marketing but don't have time to track ROI
 - b. Yes, I keep all the numbers in my head
 - c. Yes, I crunch all the numbers and keep the data
 - d. Yes, I have an intern/assistant who does the tracking
 - e. No.
25. Are you seeing how many people are clicking through?
- a. Yes, but I'm not sure what to do with the information
 - b. Yes, and I customize based on results
 - c. No
26. Are you seeing how many people are calling to inquire?
- a. I know how many people call, but not the referral source
 - b. I know how many call, when they call, and where they are from
 - c. I'm doing well just answering the phone with all my backlog

PRICING

27. How have you developed your pricing?
- a. I picked a number out of a hat

- b. I knew I was a beginner so I set my price low since I didn't think my services were worth that much
- c. I looked at what my competitors were charging and charged more.
- d. I looked at what my competitors were charging and charged less
- e. I did a thorough analysis of my costs and built in the kind of profit I wanted