

Preliminary Marketing Analysis

At a minimum you need to answer the first four questions. When you are ready, go on to answer the next five questions. Determine ways you believe we can work together to build your business and to support others. Develop your initial Action Plan. Use a separate piece of paper to make your notes, if you feel uncomfortable using the form below.

The First Four Questions:

1. My best prospect is (at least two). Is not (at least 1)
2. What is a brief description of my products/services?
3. What do I do now to attract new clients? Is it working?
4. What would I like to try? *See Ways to Work Together below.*

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Additional Questions to ask yourself:

1. What is unique or special about what I do?
2. Who is my competition? What can I learn from my competition?
3. What kind of referral sources do I want to develop? Do I have now?
4. What could I do to develop my business that I'm not doing now?
5. Who could support me as I develop my business? What could they do?

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Ways to work together to build my business and support others:

Develop lists, email them to Warren. Get lists from Warren.
Call 5-10 people inviting them to a meeting one time only.
Call 3-7+ people inviting them to a meeting at least once each month.
Send emails to 10-20 people at least one time.
Send emails to 7-15+ people at least once each month.
Create an affiliate relationship with Chimorel.
Create an affiliate relationship with other members.
Begin a telemarketing or door to door canvassing program.
Enhance my database.
Advertise cooperatively with other Chimorel members.
Brainstorm marketing ideas with other Chimorel members.
Learn more about Chimorel. Develop Your Action Plan

Develop Your Action Plan

1. Who do you need to meet?
2. What questions should you ask?
3. Who can support you?
4. What can you do for those who support you?

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