

Powerful ways for you to bring in more customers, grow your business and work Powered-Up!

EXPAND would like to be your advertising and marketing partner. We provide many services and expertise to assist you in advertising and marketing your company. The following 30 questions will immediately identify where your business is doing well – and where you can take action that will produce powerful results.

Spend a few minutes giving these questions serious thought – the results can be quite amazing.

You should know that each question you answer 'NO' to probably means that you are losing out on untapped profits. But the purpose of this process is not to have you feel like a loser – it's to motivate you to make advertising and marketing your company in a more powerful manner a top priority. Get going and get Powered-Up!

- 1 Can you and your team name three things that set you apart from your competition?
- 2 Do you communicate the benefits of your product or service in all of your promotional literature, websites, letters, etc?
- 3 Have you tested Telemarketing to attract new customers? Did you accurately track and measure the results?
- 4 Have you tested Direct Mail to attract new customers? Did you accurately track and measure the results?
- 5 Have you tested PR to attract new customers? Did you accurately track and measure the results?
- 6 Are your ads powerful direct response ads that compel the reader to contact you – or are they boring like so much of your competition?
- 7 Do you advertise in certain publications just because your competitors do?
- 8 When you speak to a potential new customer, do you use words that set you apart from the rest and immediately capture the customer's attention?
- 9 Have you tested pay per click search engine advertising?
- 10 Have you tested Internet Advertising?
- 11 Do you send regular email communications to your customers and prospective customers?
- 12 How much time each year do your key team members spend learning leading edge and powerful sales skills?
- 13 Do you have an excellent and powerful lead generation process in place?
- 14 Do you utilize ongoing communication with qualified leads consisting of phone calls, letters and emails?
- 15 Do you obtain and use testimonials from your best customers?
- 16 Do you have an excellent referral systems in place?
- 17 Do you offer something of value to your website visitors in exchange for their contact details?
- 18 Do you know how to write a press release to instantly grab the attention of the person reading it?
- 19 Do you personalize your email newsletters?
- 20 Do you know the most powerful piece of marketing information there is – is your clients' birthdays!
- 21 Does your team understand that the best way to sell is to ask questions?
- 22 Do you rent or purchase mailing lists of your target customers?
- 23 Do you take amazing care of your current customers?
- 24 Do you know why it's important to include a 'P.S.' in all of your sales letters?
- 25 Do you communicate in person, by mail, email and telephone on a frequent basis to your current customers to ensure they know what you have to offer and what's new?
- 26 Do you use just one or two ways of marketing to promote your business? Do you know why you should be using between six and ten?
- 27 If you used ten ways to advertise and market your business, do you have any idea how wealthy you would be?
- 28 Did you know that if you follow-up a mailshot with a phone call you can increase response rates by 100 – 1,000%?
- 29 Do you know that you cannot reach your best success working alone? We all need to surround ourselves with a great team of trusted associates. Are you teamed up with all the right players on your team?
- 30 Do you realize that your competitors probably answered 'no' to even more questions than you did?

Now here's a Free Tip. Pick just three of the above that are important to you and take some action today to improve those areas. Print out this page and come back to the checklist in the weeks and months ahead. You can use it as a very good way of measuring your progress as you implement the marketing strategies that are going to make a difference.