

[www.yourmarketingmentor.com](http://www.yourmarketingmentor.com)

**You Know How You Can get Money Out of an  
ATM 24 Hours a Day 7 Days a Week...**

**...Well We can Take Your Business and Turn it  
into a 24 Cash Machine Online.**

**How Would You Like to Make Money & Generate  
Leads While YOU Sleep.....?**

To Find out how, have a look at our marketing audit, specially  
designed to assess your business potential, and simply fax  
back to:

02890 59195 (In Australia)

Out Side Australia +61289 059195

email [andrew@yourmarketingmentor.com](mailto:andrew@yourmarketingmentor.com) and put **Marketing  
Audit in the Subject line.**

Your Marketing Mentor believes that your organization already possesses a variety  
of hidden & unused Marketing assets.

### **About This Audit**

When completed, this audit will determine your USP and current marketing  
strategies online and offline. Be warned however, that it requires careful thought  
when answering the questions as this can affect the final outcome. Through filling  
out the audit below, we can gain an insight to your hidden Marketing assets. We will  
find out about your business, it's vision, and unique qualities. Then we will direct our  
focus and ask specific questions about your current marketing strategies, both in a

traditional and online sense and further suggest additional strategies which WILL generate income 24 hours a day, 7 days a week.

### **Discussion**

When the audit is completed, we will discuss the areas of your business which you can take online. If you already have a web site, we will suggest strategies which will generate the traffic and conversion required to have a successful online business. This is done over the phone with a one on one consultation with one of our Online Marketing Consultants.

### **Solutions**

Your Marketing Mentor does not believe in a one size fits all solution, that's why we will tailor make a specific Online Solution for you. We recognize each business is unique, as indeed each industry is unique.

### **Confidentiality**

Your Marketing Mentor values your business and will not disclose facts, information, email or any other private information with any individual or organization. You must however, be honest in your assessment to get maximum value from the process.

And now if we may – we'll start with a few basic questions.... If you need more room, feel free to answer on a different sheet of paper.

1. Name of company(s)?

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2. Years in business?

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3. Positions and responsibilities of executives being interviewed? Final decision maker(s).

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4. Number of non-sales employees by category? (Top executives, managers, staff, line workers, etc.)

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5. Number of sales reps? (Inside, outside, etc.) + Average Salary/ Wage for your Sales Man/Woman

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6. Financial Statements. (Last couple of years and any year to date info.)

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7. Provide any of the following you have or use:

A. Marketing Plans

B. Marketing Budgets

C. Product Line Information –Front and Back End, Prices, Costs, JV Splits, Advertising, etc.

D. Web Site

E. Current Marketing/Advertising Materials

F. Marketing/Advertising Statistics (Cost of marketing/advertising, cost per lead, cost per sale, response rates, campaign tracking results, number of leads, number of presentations, closing/conversion rates, repeat sales, lifetime value of a customer, test results, current controls, refunds/cancellations, up-selling, cross-selling, etc.?)

Plus, any or all other financial/statistical information or data you think we should be reviewing.

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8. What are the major problems facing this organization, whether sales/marketing related or not?

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9. What problems are you facing that are shared by the rest of your industry?

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10. Do you have a product / service that can be shipped / used nationally or internationally?

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11. Is your business capable of growth (i.e. produce more)?

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12. How does this company rank in terms of sales, etc. with competitors or others in the industry?

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13. What kind of staff/rep turnover have you experienced?

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14. Do you assess employees before hiring? During employment?

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15. What sales/marketing tools, systems and practices are employed?

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16. What are the greatest areas of potential growth which did not materialize in the last couple of years?

17. How are communications handled within the organization?

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18. Are there breakdowns in communication?

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19. What is the biggest time bomb ticking in the organization?

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20. What is the current and desired growth rate of the company?

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21. What new products or services do you see as vital in the next few years for the company to continue to grow at the rate it has or better?

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22. What is the marketing/sales problem(s)/issue(s) as defined by client?

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23. What solutions would the client deem acceptable and desired?

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24. How are marketing/advertising/sales results currently quantified and measured?

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25. What responsibilities/assistance are you looking for from us?

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26. Are there any solutions that would be totally unacceptable?

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27. What's been done so far to address the problems?

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28. Are there any angles or perspectives that you feel need to be explored?

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29. Are there any potential resistance barriers we need to be aware of? (Internal and external.)

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30. What are the goals of the people responsible for growth and improvement?

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31. What are the time frames they are looking for?

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32. Are there other problems that underlay the surface problems?

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33. Are there any sensitive issues we need to know about?

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34. Have you done any studies or market research?

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35. What are your targeting methods?

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36. What marketing processes are in place for existing customers/clients?

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37. Are there any formal customer/client referral strategies in place?

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38. Do you have or collect testimonials?

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39. What joint venture, strategic alliances, sponsorships, etc., has the company entered into and/or contemplated but not yet accomplished?

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40. What other consultants are currently employed by firm?

a. Name of consultants

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b. Assignments given to consultants

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c. Results obtained by consultants

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41. What do you like about past or existing consulting relationships?

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42. What do you not like about past or existing consulting relationships?

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43. Do you have SOP's (Standard Operating Procedures) in place regarding any functions including but not limited to marketing, sales, order taking, customer service, results analysis, new customer acquisition, communications, dissemination of information, new product/service introduction, etc.?

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44. Have you ever used celebrities or paid or unpaid endorsements from third parties?

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45. What are your personal goals in relation to the business? What aspects do you not like about the business as it now runs that you would like to change due to the effect they have on your personal life?

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## **Communications**

Does the site incorporate your USP?

Do you incorporate your benefits?

Differences?

Add on value services?

## **Credibility**

Does your site use referrals?

A Guarantee?

Testimonials?

Examples?

## **E-commerce**

What is your current online sales process?

Do you have a shopping cart?

Is there a 1800 for customer service/support?

How quickly are your orders filled & by whom?

Do you have an out going email at the point of sale?

## **Online Tactics**

Do you use email for lead generating?

Do you use affiliate programs to backend your product/service?

Do you have an award incentive program?

Do you use per click search engines?

What are you page titles?

Do you have content based articles with key words?

Do you Blog & Ping?

Do you seek links? If so how many incoming links have you obtained?

What viral marketing methods do you use (i.e. e-books)

Do you use eBay for lead generation?

Do you have opt in incentives?

Do you have key word pages for your site?

### **Statistics**

What is the number of monthly & daily visitors?

Do you track your rankings?

### **E-mail**

How do you currently use email?

Is your email permission based?

Do you use email to up sell?

Do you use email to educate your prospects to clients?

How often do you communicate with your list?

## **Conversion Strategies**

Do you use audio on your web site?

Do you have any free reports available?

Do you have any articles archived online?

Do you survey your clients/customers for their thoughts on your product/service?

Do you "sell" everything of one or 2 pages or do you segment everything on separate pages?

## **Other Factors**

What other factors need to be considered?

## **The Next Step**

Are you ready to have a 24 hour Sales Force?

If So Ring Andrew Clacy on 0400 607 207  
email [andrew@yourmarketingmentor.com](mailto:andrew@yourmarketingmentor.com)

Sara Brown on 0421 443817  
email [sara@yourmarketingmentor.com](mailto:sara@yourmarketingmentor.com)

## **Important:**

**Please send us copies of the following to the address below,  
Lot 192 Woods Rd Wyee NSW 2--- Australia**

**together with a short explanation of how and where it was used  
and the results it gets you.**

- 1) Sales Letters
- 2) Advertisements - Newspaper. Magazine etc.
- 3) Editorial write ups/Press Releases
- 4) Yellow Pages ad
- 5) Sample of quotes you send to customers

6) Follow up letters to your customers

7) Brochures

8) Any other promotional materials that'd give us an idea of what you are doing to promote your products or services.

The names and phone numbers of two of your best sales people (if applicable)

First Name: \_\_\_\_\_

Surname: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

First Name: \_\_\_\_\_

Surname: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Web Site \_\_\_\_\_