



Contact Information

Name	
Position	
Email	
Telephone	
Company Name	
Company Address	
Type of Company	

Getting to know you better...

Who owns the business?	
How many employees?	
How many salespeople?	
Is spouse involved in the business?	
How many years in business?	

To provide you with a marketing budget...

Last year's revenue?	
Next year's expected revenue?	
Long-term revenue goals?	
Is your business in a high visibility location?	
Average margin or markup?	

### Exercise 1: The Scorecard

To help you clearly understand your current situation, rate your reaction to each pair of phrases. Decide where you are on a scale from 1 to 10. Add up your total score from each column.

	1	2	3	4	5	6	7	8	9	10	
I do not have a clear vision for the future of my business											I have a clear, well-defined vision for the future of my business
I am not sure how to achieve our long-term goals											I have a clear step-by-step strategy for achieving our goals
We do not have enough good prospects contacting us											We have more prospects calling us than we can manage
It's hard to explain how we are different											It's easy to explain how we are different
We do not tell a unique, compelling and easy to understand story about the business											We tell a unique, compelling and easy to understand story about the business
It is hard to differentiate our products and services from our competitors											Our products and services are easily differentiated from our competitors
We are not well-known in our community											We are well-known in our community
We routinely use discounts to make a sale											We always sell our products and services at full price
My business model makes it hard for me to grow my business											My business model makes it easy to grow
I do not have as much confidence in the future as I would like											I have a strong sense of confidence about my future
<b>Your Score</b>											

### Exercise 2: Your Vision

If your business was really exciting and there were no obstacles and everything was possible, describe an ideal vision of your business & personal life (bullet point form)



### Exercise 3: Confidential Questionnaire

How do you describe your business to prospects?

How is your business different and better than your competitors?



What are you doing to make customers think of you first?

Please describe your ideal customer.



What is the major problem you help your best customer solve?

What are three clear benefits you provide your customer.



What other products or services could you offer your best customers?

What are three changes you could make to take your business to the next level?



What is the one thing you need to do to take your business to the next level?

What are you doing to build trust with your prospects?





What are you doing to make customers love you the most?

Please email this questionnaire to [contact@growthhackermarketing.ca](mailto:contact@growthhackermarketing.ca).