



Take your time completing this form and then if you would like to discuss it with me email/fax/post it to me and I will get back to you to discuss my suggestions.

**MARKETING REVIEW DATE:**

Name: \_\_\_\_\_ Business: \_\_\_\_\_

Address: \_\_\_\_\_

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

Email: \_\_\_\_\_ Website \_\_\_\_\_

Computer Access Yes/No      Software:      MS Word       Access       Publisher

**BUSINESS DESCRIPTION**

Stump Speech: A short, precise one sentence description of your business.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Brief Business history \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Location/Staff \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Unique Selling Position: What makes your business different \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**TARGET AUDIENCE**

Who: age/sex/job/location etc \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How/where are you marketing your business \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CUSTOMER BENEFITS**

How do they benefit coming to you? (time/money/effort) \_\_\_\_\_

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How important are you to them? \_\_\_\_\_

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What are the trade offs? (eg higher quality=higher prices) \_\_\_\_\_

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**SUPPORT FOR BENEFIT CLAIMS**

Testimonials \_\_\_\_\_

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Other Proof (eg web stats) \_\_\_\_\_

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**YOUR COMPETITION**

Who \_\_\_\_\_

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What \_\_\_\_\_

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Where \_\_\_\_\_

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Price Comparison \_\_\_\_\_

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Positive/Negative Features \_\_\_\_\_

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