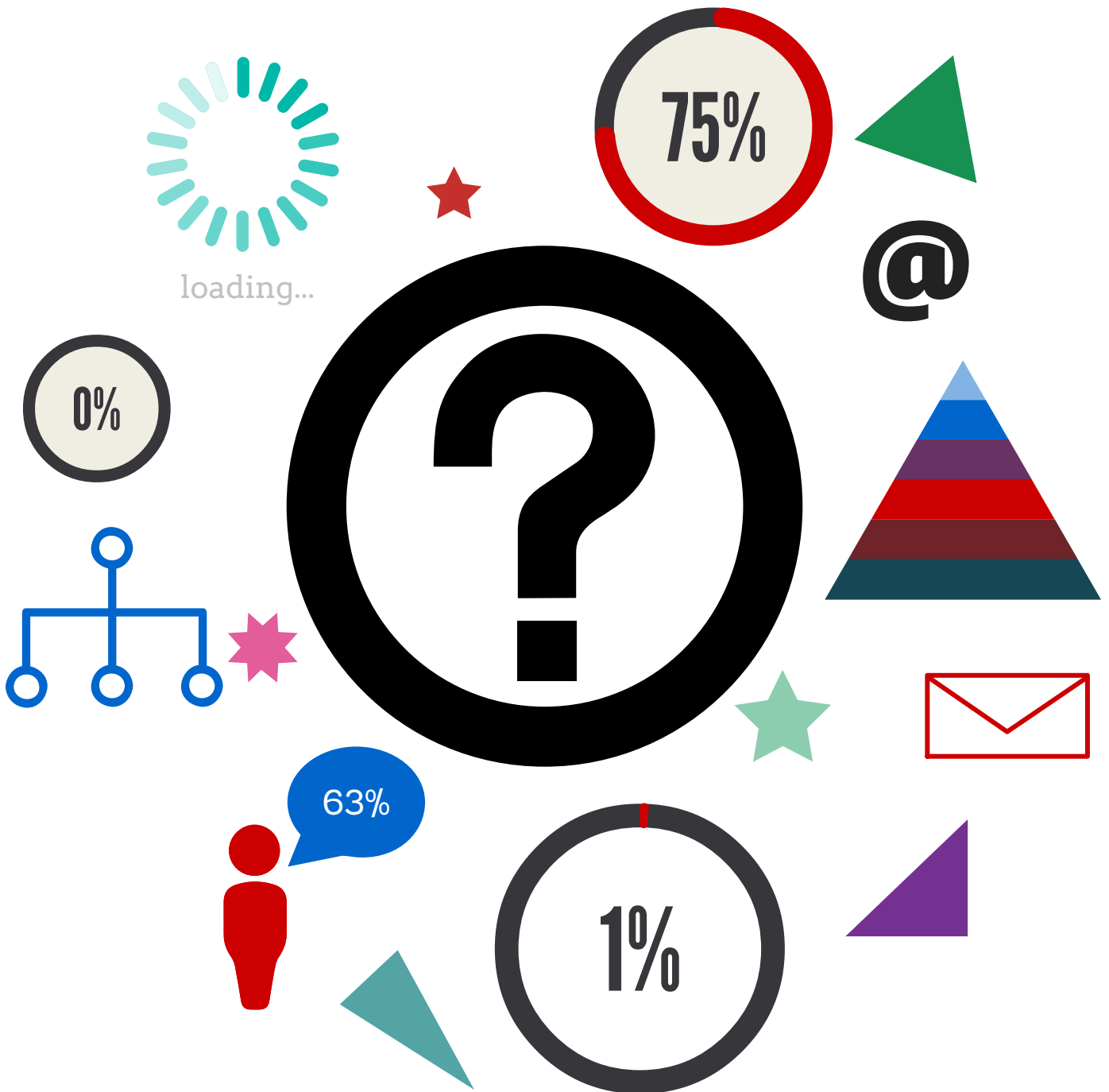


MARKETING QUESTIONS

29 questions you need to ask about your marketing



1. Who is your target customer, your client base?
2. What do you really know about them?
3. Describe a typical customer in detail.
4. What problem are you solving?
5. Why do people buy your product at all?
6. Why do people buy your product from you?
7. Why does your typical customer buy from you?
8. Which clients are cool?
9. Which clients drive you mad?
10. Should you be working with them?
11. What benefits are you offering that your competition doesn't?
12. If you could use just two sentences to describe what your business stands for, what would they be?
13. What is your company known for?
14. What is your 'value proposition' to customers that they can't get anywhere else?
15. Who are your most profitable customers?

16. At what rate do they leave you?
17. Why do they leave?
18. Who is your most serious competitor?
19. What are their plans?
20. And what are their costs and their profits?
21. Do you really know what customers think about you?
22. Who are currently just new/minor threats?
23. Do you have a product/service that is sharply different from that of your competitors?
24. Are you supplying the right things?
25. And in the most effective way?
26. And at the lowest possible economic cost?
27. Are you as good or better than your best competitor?
28. Are you serving the widest possible market?
29. Are you in some way unique? Is there a reason why people should buy from you rather than from someone else?