

4. Who is your target audience?

5. How will that target audience find you, and how will you find them?

6. Who are your main competitors? What are their strong points? Weak points?

7. What do you sell?

8. What features set your product/service apart from those of your competitors?

9. How do those features benefit your prospects or clients?

10. What guarantee can you put in place to eliminate fear?

11. Diagram your marketing funnel.

12. Describe what you believe to be the perfect lead. What would qualify them?
Time? Money? A certain demographic?

13. How can you spend more time with these prospects (above question) and less with unqualified prospects?

14. How many prospects do you have in your database?

15. How many clients do you have in your database?

16. How will you contact your database?

17. How often do you market to your prospect database?

18. How often do you market to your client database?

19. What kinds of “upsells” are made on your website?

20. Describe your front end product(s):

21. What is your close rate on front end sales?

22. Describe your backend product(s):

23. What is the average sale amount on a backend sale?

24. What is your close rate on backend sales?

25. What happens to prospects that don't buy?

26. What are products that are complimentary to yours (ie...what products will somebody also need if they get yours and visa versa)

27. What is your call to action?

28. What is the biggest obstacle to change for your audience with respect to fear?

29. Do your beliefs match your goals?

30. What mistakes are you repeating?