



Speaking:

- 1) Do you speak to groups? Y/N
 - a. Average of _____ bookings per month
- 2) When speaking to groups, do you present materials backed up by statistical reports, published articles, popular subjects, or topics relative to current events? Y/ N/
- 3) Would like to have the time
 - a. Average of _____ hours per week spent researching articles, news stories, and statistical reports for data
- 4) Do you use the same copy for each speaking engagement, altering a few words or phrases to fit the context of your audience? Y/N
 - a. Average of _____ hours per week revising previously used materials
- 5) Do you use the same power point presentation over and over, making small changes to fit the material you are speaking on? Y/N
 - a. Average of _____ hours per week revising presentation

Marketing:

- 1) Do you have a system that you use to capture email addresses? Y/N/I need one
 - a. Average of _____ hours per day sending the same or similar emails to multiple recipients
- 2) Do you collect business cards, attendance lists, and other documents that you use for capturing emails? Y/N
 - a. Average of _____ hours per day typing contact information into a database or email program to send mass mailings
- 3) Do you publish articles and blog entries on the web with a link-back to your website? Y/N/Would like to or know that I need to
 - a. Average of _____ hours per day blogging, copying and pasting article copy into website publishing lists



4) Do you send out news/press releases regularly?

- a. Average of _____ hours per week mailing out press/news releases
- b. Average of _____ hours per week tailoring existing press/news release templates to suit a new audience or topic

Bookkeeping:

1) Do you save receipts and claim deductions? Y/N

- a. Average of _____ hours per week entering expenses into a report

2) Do you send out your own invoicing? Y/N

- a. Average of _____ hours per week sending out multiple invoices for similar goods/services

3) Do you save paid invoices and track income? Y/N

- a. Average of _____ hours per week entering income into a report

Customer service/Sales:

1) Do you receive emails or other correspondence frequently asking the same questions over and over?

2) Do you have templates in place for answering frequently asked questions?

- a. Average of _____ hours per week spent replying to the same questions over and over

General Reporting:

1) Does your business require that you compile spreadsheets or databases to collect information for easy retrieval? Y/N

- a. Average of _____ hours entering information into spreadsheets/databases



Website Maintenance:

- 1) Aside from website design, do you maintain or update your personal website on a regular basis?
 - a. Average of _____ hours per week cutting and pasting copy into existing webpage
- 2) Do you use an autoresponder service and an online shopping cart system?
 - a. Shoppingcart:
 - b. Autoresponder:

SEO:

- 1) Have you run the Hubspot SEO website grader? It's free and available at <http://website.grader.com/> Y/N
- 2) What is your score?
- 3) Who do/did you use as an SEO consultant?
- 4) Do you currently use any methods to drive traffic to your website? (pay-per-click, Adwords, social networks, etc)?
- 5) Do you monitor your traffic?
- 6) What method do you use to monitor your traffic?
- 7) Would you like your website to get more traffic?
- 8) Have you monetized your website?
- 9) Would you like to?



Social Networking:

- 1) Which social networks are you currently *active* on?
 - a. Twitter
 - b. Facebook
 - c. LinkedIn
 - d. Ning
 - e. Myspace
 - f. Bebo
 - g. Friendster
 - h. Hi5
 - i. Orkut
 - j. PerfSpot
 - k. Yahoo360
 - l. Zorpia
 - m. Netlog
- 2) Do you use them for business?
- 3) Have they been successful?
- 4) Do you feel confused over which are successful and which are not?
- 5) Do you wish you had more time or guidance?



Tradeshow and Networking Follow-up Strategies:

- 1) How frequently do you attend tradeshows and networking events?
- 2) Do you find that you have a lot of phone calls after the events asking for your goods and/or services?
- 3) Average of ____ hours per week conducting follow up either by email or phone calls.
- 4) Do you need to conduct more follow up but are either unsure how to or have no time to?

Desktop Publishing and Layout Projects:

- 1) Do you need a fresh new perspective on the same old marketing materials?
- 2) Do you have new projects that require layout/graphic design but do not have the time to devote to the layout yourself?

Research Projects and Ghostwriting:

- 1) Average of ____ hours per week/month writing articles for online or print publications including ezines, blogs, and newsreleases.
- 2) Average of ____ hours per week/month researching statistics/medical/university studies for speeches, articles, or professional journals.
- 3) Average of ____ hours per week conducting other research as specified:

PR and FREE Publicity:

- 1) Do you currently use any PR tactics?
- 2) Average of ____ hours per week devoted to PR tactics.
- 3) Courses taken or consultants hired for PR/publicity:



Direct Mail Advertising:

- 1) Is your target market one that is likely to respond well to direct mail?
- 2) Is your target market likely to be one that will be on a direct mail list that is not “spam” or purchased through suspicious services?
- 3) If you currently use direct mail advertising, average of hours that you spend collecting addresses, typing up labels and stamping post cards: _____